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Market Square - A Mixed Use Development Project for Washington, DC

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MARKET



SQUARE

MARKET SQUARE

A MIXED USE DEVELOPMENT PROJECT FOR
WASHINGTON, DC.

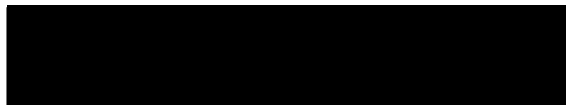
Mark A. Hopper
Spring 1984

A Terminal Project submitted to the faculty of
the College of Architecture, Clemson
University, in partial fulfillment of the
requirements for the degree of:
MASTER OF ARCHITECTURE

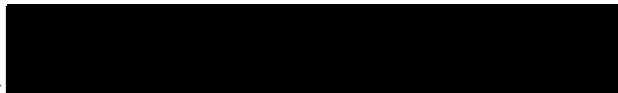
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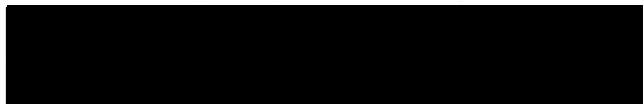
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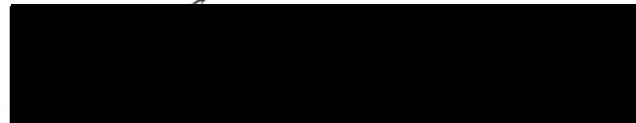
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DEDICATION

I would like to dedicate this work to my family and especially to Debbie, whose love, support, and assistance in many forms have made it possible for me to study architecture, travel throughout Europe, and to achieve so much in my 6 years at Clemson. Thanks to you all. I never would have made it without you.

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ABSTRACT

PROBLEM STATEMENT

MARKET SQUARE DEVELOPMENT PROJECT

The Pennsylvania Avenue Development Corporation was established to provide for the development of Pennsylvania Avenue as a vital part of downtown Washington's urban fabric. One of the most important goals of the Corporation has been to establish a new commercial and residential community as part of mixed-use development along the Avenue. An underutilized four block area directly across from the National Archives has, for a number of years, been proposed as the site for this project. An architectural proposal was made by Hugh Jacobsen for this site, but has been abandoned since two recent PADC reports have determined that while the basic goals and objectives of the 1974 Plan remain valid, significant changes of emphasis and direction are necessary concerning the Market Square project.

Market Square is to be developed comprehensively as an urban infill project. An equally important goal of the Corporation is the preservation of historic structures within the PADC's jurisdiction. These buildings have set the character for the Avenue and their revilization and development will be carried out individually in accordance with Corporation guidelines. In addition to residential uses, the infill project will also include retail space as well as private and government offices which is intended to support the economic feasibility of residential use in mixed-use development. The symbolic heart of this development will be on Pennsylvania Avenue at Market Square. Market Square is one of the most important plazas in the L'Enfant Plan for Washington, lying at the midpiont between the Capitol and the White House. It is also historically significant not only for its architecture, but for more than a century, the presence of a central market made this square a focus of the city's commercial life.

The Corporation intends to reestablish Market Square as one of the grand civic spaces along

Pennsylvania Avenue. This will be accomplished through the development of a major urban park which will include a memorial to the United States Navy featuring a performance facility for the Navy Band and other such groups. Market Square Park will include not only a memorial, with commemorative sculpture in a dignified setting, but also generous amounts of green space for casual enjoyment, fountains, cafes, and areas for audiences to gather for performances and festive occasions. With this development and its diverse activities, Market Square should become a focus for all pedestrian traffic along Pennsylvania Avenue.

"The fundamental design and development challenge at Market Square is to balance the monumentality that is appropriate to the 'Main Street of the Nation' with a vitality and humanity that is appropriate to a popular park at the center of a residential community. This will require the creation of both a distinguished architectural setting and a special atmosphere that makes the park become a natural civic gathering place."

PREFACE

PROJECT INTRODUCTION

URBAN SPACE

Without imposing aesthetic criteria, we are compelled to designate all types of spaces between buildings in cities and other localities as *urban space*. This space is geometrically bound by varying elevations and the clear legibility of its geometrical characteristics and aesthetic qualities is what allows us to consciously perceive external space as urban space. The polarity of external and internal space is quite evident here since they both obey similar laws concerning form and function. Internal space is shielded from weather and environment and is an effective symbol of privacy. While external space is an open, unobstructive space for movement in the open-air with public, semi-public, and private zones.

The activities of a city take place in both public and private spheres and the behavioral patterns of people are similar in both. So the organization of external space has profoundly influenced the design of interior space or more specifically the design of private dwellings. The existence of social ritual produces a perfect match between the individual and the collective. But what concerns urban designers, like Rob Krier, most are the activities which take place in a city in open-air. Actions which a person performs outside of his own home and for which he utilizes public space like; traveling to work, shopping, selling goods, recreation or leisure activity, sporting events, deliveries, etc.. The understanding of these actions in the urban setting is, therefore important to the overall organization of a project like the Market Square Project. Street and square are the two basic elements which constitute urban space and can be readily seen at Market Square; Pennsylvania Avenue as the *street* and Market Square Park as the *square*. The aesthetic quality of each of these elements is characterized by the structural interrelation of detail - in the category of internal space, street and square equals corridor and room. Basically, this is also true for exterior space where corridor and

room are at a larger, or urban scale. The geometrical characteristics of both spatial forms are the same, only differentiated by dimensions of walls and by patterns of function and circulation which characterize each circumstance.

THE SQUARE

The square is the first way that man discovered the use of urban space. It was generated from houses organized around an open area. Through this arrangement came control of the inner space plus a built-in defense against external aggression by minimizing the exterior surface area liable to attack. This arrangement also provided a symbolic value seen in the Agora, Forum, cloisters, and in mosque courtyards. Despite its seemingly many functions, in the private sphere, the square corresponds to the inner courtyard or atrium. This arrangement has become easily subjected to ideological misrepresentations and people were afraid that the design implied an enforced conformity to a communal lifestyle or a particular philosophy. Uneasiness about one's neighbors have led to the suppression of this building type. The concept of neighborhood and its accompanying building types will most certainly be readopted particularly if urban housing is to grow and prosper. In the public sphere the square has undergone similar development. Markets, parade grounds, ceremonial spaces, squares in front of churches and city halls, etc., have been robbed of their original functions and symbolic content. The loss of symbolism in architecture could perhaps be compensated by artistic expression, yet successful spaces can only occur when endowed with meaningful functions and are planned within the overall city layout. Ideologically, the square must be seen as an "intersection of two streets, a fixed point of orientation, a meeting place," and this is what the PADC is trying to do with Market Square Park.

THE STREET

The street, historically, is the product of the spreading of a settlement once development has been built-up on all of the available land around its central space. It provides a framework for the distribution of land and gives access to all individual plots serving as an

important linking element much like Pennsylvania Avenue links the Capitol to the White House. The street is much more functional in character than the square and its architectural backdrop is only perceived in passing. It is planned to the scale of humans and is seen as a part of a total overall network. In residential areas, streets are universally seen as areas for public circulation and recreation. In commercial areas, the separation of pedestrians and vehicular traffic carries the danger of isolating the pedestrian zone. Again, ideologically, the street is primarily seen as an "artery and means of orientation."

TPOLOGY and MORPHOLOGY

Typology is defined as the study of types, symbols, or symbolism. "In formulating a typology of urban space, spatial forms and their derivatives may be divided into three main groups according to the geometrical patterns of their ground plans: these groups derive from the square, the circle, or the triangle." The scale of an urban space is also related to its geometrical qualities since one type of space at three different scales can produce three distinctly different environments. This will be particularly important in the architectural treatment of the facades facing Market Square Park. *Morphology* is the study of form and structure. When dealing with alternative morphological treatments for a square, Rob Krier notes, "how the sense of enclosure is transformed, in perceivable terms, by the axial or bilateral penetration of one or more streets into the centralized space." He also points out to anyone who is involved in the research or study of urban space that an almost inexhaustible range of possible forms exists, which is most clearly evident in our historic towns and cities. Krier also states, "I would like to try and convince architectural theoreticians and historians that in the future they must incorporate spatial considerations more exactly into their overall view of architecture and town planning. Such considerations have in fact been criminally neglected."

THE RECONSTRUCTION of URBAN SPACE

After the Second World War when the period of

rampant new growth; industrialization, and the subsequent car-oriented programs of costly civil engineering projects began, came the destruction of a coherent urban structure which had been responsive to local conditions. This was apparant both in the United States and especially in Europe where devastation due to the war had taken its toll. "Many cities were broken down into small islands battered by waves of heavy traffic." To reconstruct the devastated urban spaces of these cities it became necessary to fill the gaps separating these isolated fragments as effectively as possible. In reference to this, Rob Krier recognizes three theorems which help determine patterns of urban building;

1. Each building in a town must be subordinate to the overall plan. That is, its scale, building type, and architectural vocabulary must harmonize with the existing architectural fabric.
2. The existing conception of urban space must not be destroyed, but complemented by new building. If such a conception of urban space does not exist, the new building must create it... an isolated building may very well have a role in the urban framework. This role must, of course, be based on the function of the building and its corresponding form. It must, so to speak, tear no holes in the existing urban fabric, nor must it create a spatial vacuum around itself.
3. The terms regular and irregular in the context of urban space and building form, should not be postulated on any ideological grounds. If they were, their value would be debased.

In using these theorems as part of a working tool, Rob Krier feels that the voids which may need to be bridged in a city's urban fabric can be, without destroying the existing urban framework. These theorems will be particularly important to Market Square, where as a infill project two primary voids must be filled. First, there is the physical void resulting from the underutilization of land along Pennsylvania Avenue and secondly, this area has been void of any building types that generate activity 24 hours-a-day. This project can effectively solve both problems, as well as establish itself within the existing context of Washington, DC.

THE CITIES WITHIN A CITY

What Rob Krier has formulated through his theories, Leon Krier has demonstrated in his projects. Although they share a common advocacy for the "reconstruction of the traditional city," Leon has integrated many of Rob's principles into his own urbanistic and architectural vocabulary. A most important aspect of Leon's concepts are the distinct concentration of urban activities into *quartiers*. He says that, "Dezoning is the first step in an anti-monopolistic and democratic planning policy."

The essential thesis which supports Leon's urban projects, and more particularly his Capitol of Europe in Luxembourg, can be outlined in three broad statements;

1. A city should be reconstructed on the scale of the individual - that the actual physical form of the city should be built up from a basic urban block no bigger than that necessary to house about a dozen or so families;
2. That there should be an end to zoning and in its place local communities should occur; (*quartiers*) - each containing all the functions normal to the urban life of the city as a whole;
3. That various buildings which constitute the city - civic, commercial, industrial, etc. - should be understood as types and made recognizably so.

These statements, although idealistic, especially at the scale of the city can be justified at the scale of an urban residential community, however. New development of this sort must be somewhat self-sufficient for it to be successful and must acknowledge the variety of functions associated with urban living, therefore becoming a "*city within a city*."

REFORMATION

Through both the concepts of Rob and the theoretical projects of Leon, the Krier Brothers have called for the reconstruction of the traditional city. They advocate "the rediscovery of building typologies in an urban experience based on and directed toward the value system of the individual with emphasis on

the public realm." And they believe that "any planning innovation in a city must be governed by the logic of the whole and in design terms must offer a formal response to pre-existing spatial conditions." The Krier Brothers call for reformation does not remain theoretical however; they are manifested in several concrete proposals for cities like Stuttgart, Vienna, and Berlin by Rob and in Paris and Luxembourg by Leon. Their observations should not be taken capriciously, for "it is the complexity of urban space, with its multiple and changing functions, not the limited restrictions of space to one function only, that creates life and harmony in cities."

DISTRICT of COLUMBIA

REGIONAL CONTEXT

The District of Columbia is the center of a metropolitan area covering approximately 67 square miles, extending over adjacent territory in Maryland and Virginia. The city is located at the branch of the Potomac and Anacostia Rivers, 40 miles SW of Baltimore, 135 miles SW of Philadelphia, and 226 miles SW of New York City. The Washington metropolitan area includes, in addition to the city of Washington itself, the counties of Arlington, Fairfax, and Falls Church in Virginia, and Montgomery and Prince George counties in Maryland. Silver Springs, the second largest city in Maryland, and Bethesda - Chevy Chase, Md, are the largest residential suburbs of the city.



L'ENFANT PLAN

HISTORY

In 1787, the delegates to the Constitutional Convention realized that the new government that they were establishing needed a permanent location, a capitol that would be removed from the sovereignty of any state and belong to all of the people. Therefore, they included in the Constitution a provision that Congress receive exclusive jurisdiction "over such district (not exceeding ten square miles) as may, by Cession of particular states...become the Seat of the United States." Immediately, various states, including New York, Pennsylvania, Maryland, and Virginia, sought to have the capital established within their boundaries. Among the cities originally considered for the capital city location were; New York, Philadelphia, Annapolis, Trenton, Baltimore, Richmond, and Wrights Ferry at the Falls of the Susquehanna River.

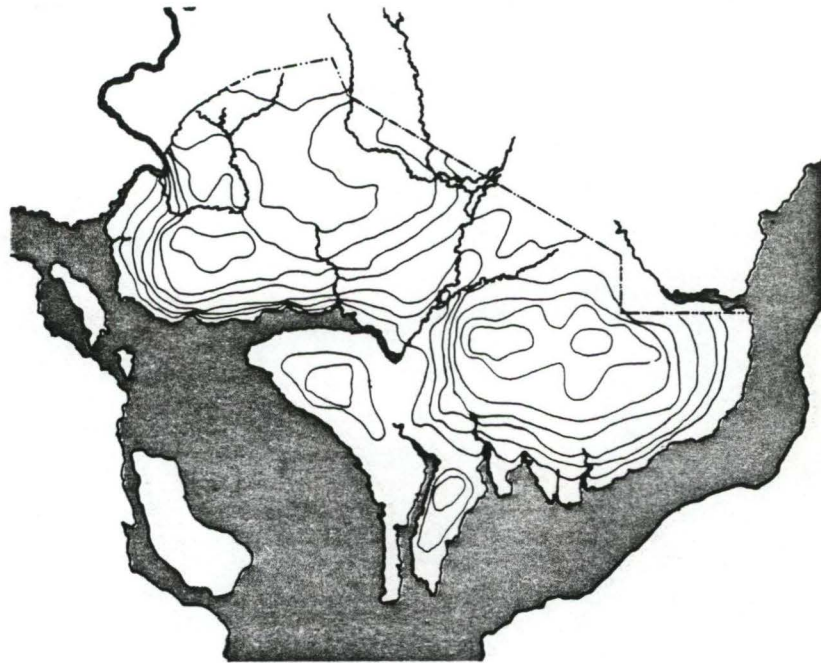
The Potomac River site was chosen as a result of a political compromise involving southern support for the assumption of the states' debts by the Federal Government in return for northern agreement to this southern location of the capital city. The selection of a site on the Potomac was influenced as well by the potential of that river as a major trade route to the interior of the country through canal development across the Appalachian range.

In 1790, the States of Virginia and Maryland granted the District of Columbia territory to the Federal Government. Once the site was selected, Congress left the determination of actual boundaries of the capital city to George Washington. In 1791, Washington had the District boundaries drawn up to incorporate Georgetown, Alexandria, Carrollsburg, and Hamburg.

THE OVERALL PLAN

Soon after the site was selected for the capital city, Major Pierre Charles L'Enfant was

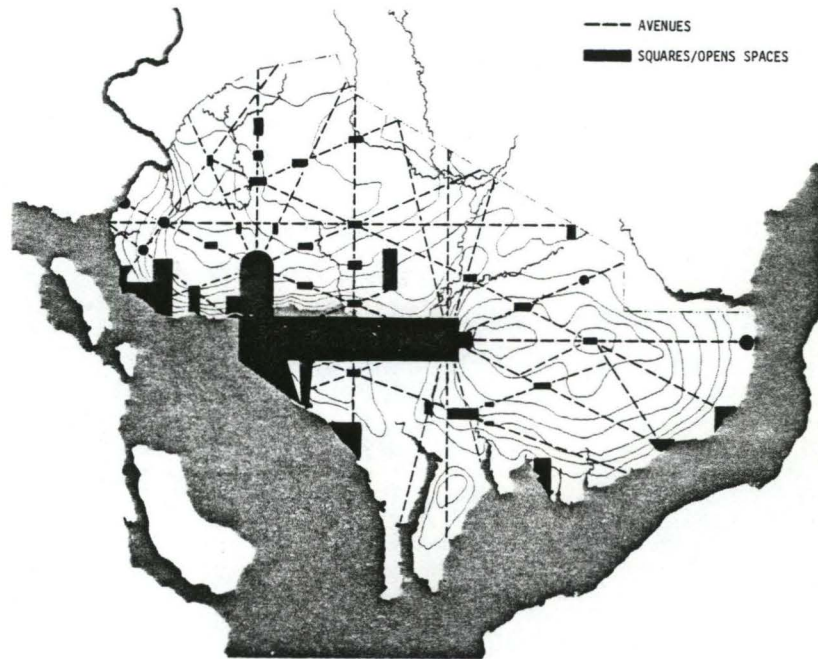
appointed to execute initial surveying and design studies. L'Enfant's plan, which was begun in 1791, was basically a blending of two major concepts of city planning; a system of axial and transverse relationships, best typified by the planning of Versailles, and a more utilitarian gridiron system, favored by Thomas Jefferson. The overall plan for the city is based upon two physical considerations; (1) the overall topography of the city and (2) views from one topographical feature to another. The interaction of these two elements gives one a visual experience of the city as a coherent unit. Views of the different natural features are provided by avenues that connect them, revealing the underlying structural and aesthetic organization of the plan.



Topography of the Site for the Capital City

The most important natural features of the city were to be used as sites for buildings of national importance. The four most important of these, the President's House, the Congress House, the National Church, and the Court House, were to be located on the four rises of land arching westward from the center of the city. Of these buildings, the President's House and the Congress actually stand on the sites chosen for them, which were the two highest of the four rises of land. (The National Portrait

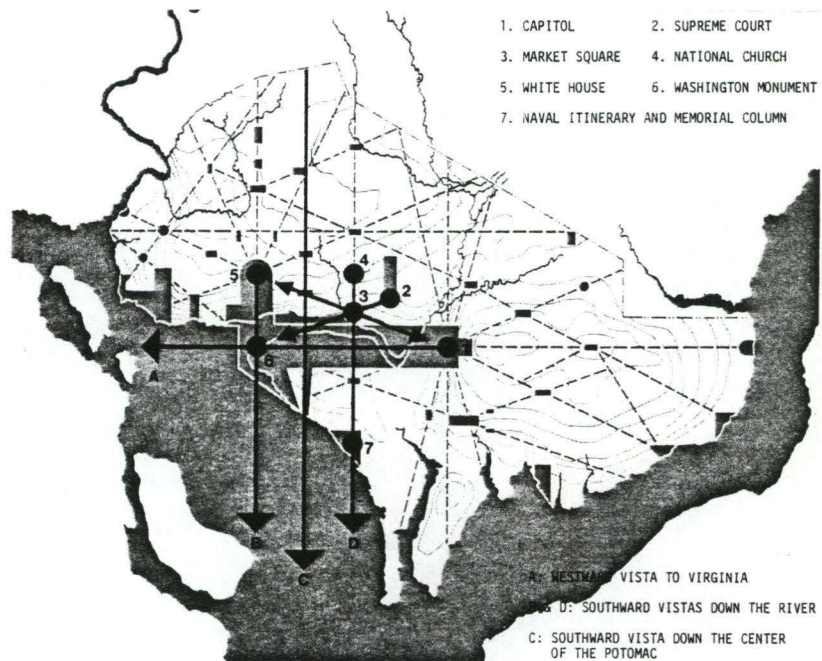
Gallery now occupies the National Church site, and the Old City Hall-now used as a court-occupies the Court House site.) Most of the major avenues radiate from the President's House and Congress House, emphasizing the symbolic importance of these two structures. Because of the acute-angled intersections, it is possible to look down two or three avenues at once.



L'Enfant's Design in relation to Topography

L'Enfant considered views not only from one point to another within the city, but also to points across and down the Potomac. The major views of the River are reflected in plan by two perpendicular axes. Both are open spaces rather than avenues further emphasizing their importance. One view extends west from the Congress House to Virginia, and the other extends south from the President's House down the Potomac. Of lesser symbolic importance were two other visual axes to the river. Twelfth Street gave a north-south view towards the center of a particularly broad stretch of the Potomac, where it changes from an eastward to a southward course. Further east, the 8th Street axis, located exactly halfway between the President's House and the Congress House, provide a view south to the Potomac.

L'Enfant imposed a grid street system upon the basic organizational structure of views, avenues and open spaces. The grid system, which provided for efficient use of the land, was laid out in a way that was sympathetic with the City's topography. An attempt was made to keep streets as level as possible by orienting them in north-south and east-west directions, an arrangement that closely follows the drop off of the land towards the river.

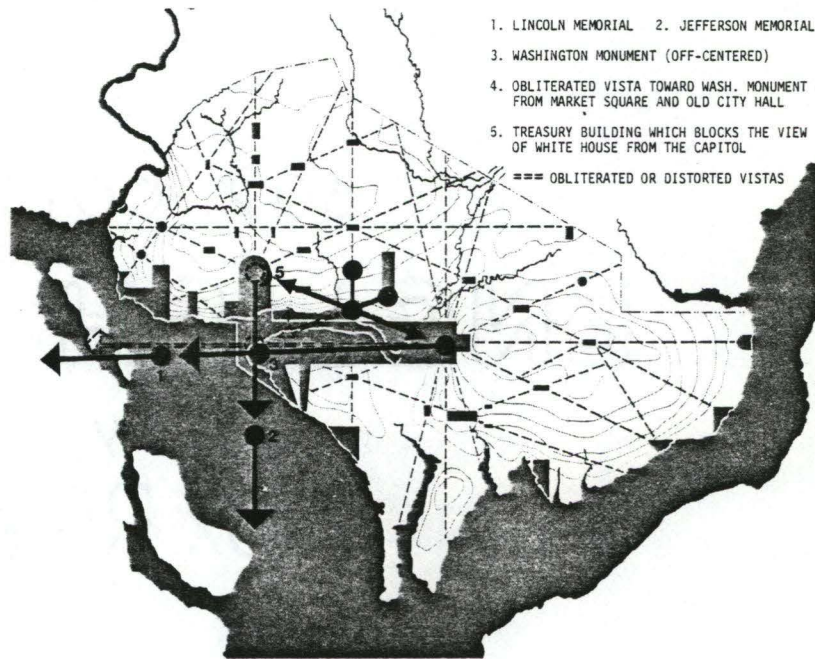


Views and Vistas as L'Enfant intended

Squares were established at selected locations, usually high points, and avenues and grid streets were arranged to intersect at the squares. In addition, L'Enfant designed the squares, many of which were ultimately to become circles, so that their sizes would be proportional to the number of avenues leading to them.

Another basic element of the L'Enfant's plan was a canal following the route of Tiber Creek, which extended westward from the Potomac River to the Capitol and then continued southward to the Anacostia River. This canal, which was in operation during the first half of the 19th century, had two basic purposes. First, it was to have been used for transporting building materials into the center

of the city. Second, the canal frontage below the Congress House and south to the Anacostia River was to have been the commercial center of the city.



Views and Vistas at the Present Time

Over the years many changes have been made to L'Enfant's original design for the city. However, the plan has left the city with two major legacies that set it apart from almost all other American cities. One is a sense of horizontality, which is now enforced by height limitations. The other is a sense of spaciousness and spatial interrelationships given by the broad avenues of the radial system.

THE BASIC TRIANGLE

The central feature of L'Enfant's plan was the intersection of three axes, creating a triangle: (1) from the President's House to the Washington Statue; (2) from the Washington

Statue to the Congress House; and (3) from the Congress House to the President's House. The aesthetic function of this triangle was described by Elbert Peets:

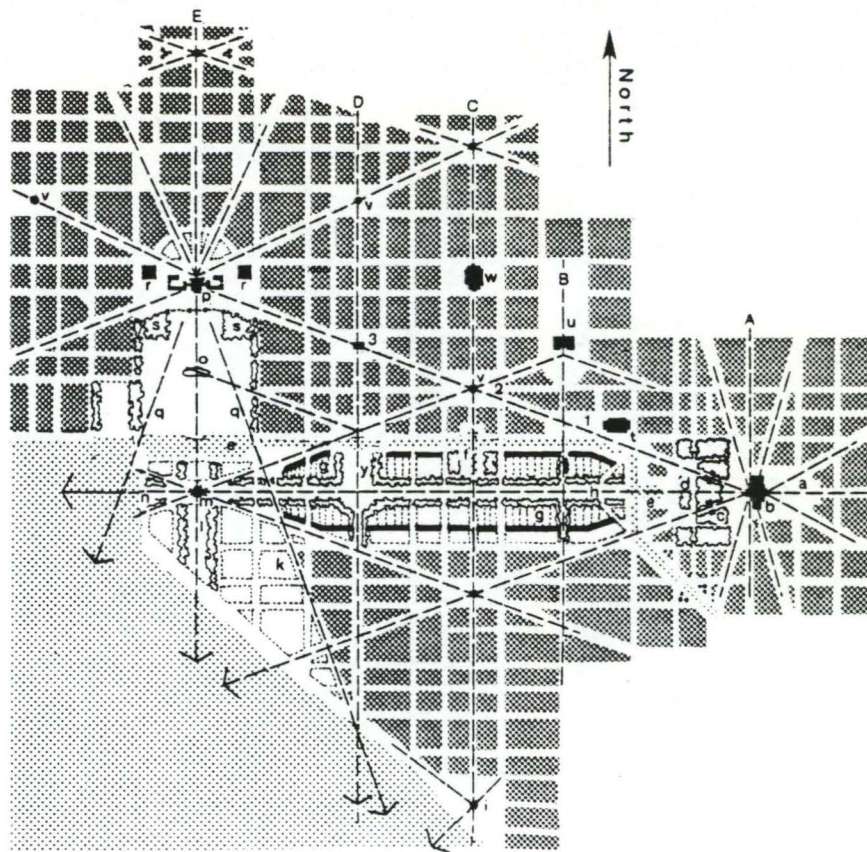
"The aesthetic driving member so to speak is-or was to have been what I call the basic triangle: Capitol, President's House, and Washington Statue-for L'Enfant intended the intersection of the axes to be marked by an *equestrian figure*, probably facing south. Suppose one studies this spatial integration from the Capitol. One would first look down the *grand avenue* (the Mall) and see the statue broadside. Its orientation would convey the impression of a spatial flow at right angles to the Capitol axis. One would then look down Pennsylvania Avenue and see the President's House. The view of its portico and other members, lit by the southern sun, would reveal its orientation as a being, like the statue at right angles to the Capitol axis. The unifying effect of the statue, a part of both organizations, would be felt. Normality (perpendicularity) is itself a form of integration. The harmony of the two spatial flows would be sensed. In addition to the optical triangulation, there would be the common style and material of the two avenues, and similar plastic elements, all cooperating to give a sense of order in, and of tactile command over, a large organism of space and solid."

Three plazas, each of differing character, were to punctuate the length of Pennsylvania Avenue. A *western plaza* was located at the intersection of Pennsylvania Avenue and the 12th Street axis. A *central plaza* was located at the intersection of three major axes, Pennsylvania Avenue, Indiana Avenue and 8th Street. This plaza, which L'Enfant intended as the site of grand fountains, was particularly important because it provided views of the sites he had chosen for the National Church, the Court House, and the Washington Statue as well as the President's House and the Congress House. Finally L'Enfant placed an *eastern plaza* along the Avenue roughly between the present day 4th and 5th Streets. This plaza provided a view of the Court House and opened on the south to the Mall

THE ELLICOTT PLAN

L'Enfant's difficulties with the commissioners appointed to manage the development of the Federal City led to his dismissal in 1792. He was replaced by Andrew Ellicott, who had previously been chief surveyor. Ellicott was instructed to redraw the plan accurately so that it could be used as the basis for the sale of lots. The result was a plan that was essentially the same as L'Enfant's version in terms of overall elements, but lacking L'Enfant's careful attention to the relationship of topography to the layout of streets, avenues, squares, and views.

Ellicott made one major change for the plan along Pennsylvania Avenue by slipping the western plaza one block west, thus destroying its relationship to the exceptional view to the Potomac River to the south. Other aspects of the design for the Avenues and its relationships to topography and views remained essentially as L'Enfant had planned.



Plan of Washington by Pierre Charles L'Enfant

Major Axes

- A: North Capitol Street Axis
 - B: 3rd Street Axis
 - C: 8th Street Axis
 - D: 12th Street Axis
 - E: 16th Street Axis
- (Axis "C" is equidistant from Axes "A" and "E". Axis "B" marks a third of the distance from "A" to "E".)

Major Plazas

- a: Upper Capitol Square
- b: Capitol
- c: Lower Capitol Square
- d: Cascade
- e: Canal
- f: Market and Canal Port
- g: Residences of Foreign Ministers (with gardens)
- h: "Grand Avenue"
- i: Naval Itinerary & Memorial Column
- j: View to the center of the River
- k: Public Park
- l: Lawn (400 feet wide)
- m: Equestrian Statue of G. Washington
- n: Landing Quay?
- o: Fountain
- p: White House
- q: Vistas from White House
- r: Executive Department Buildings
- s: Gardens of White House?
- t: Theater
- u: Supreme Court Building
- v: "Grand Fountains"
- w: National Church
- y: Esplanade (design uncertain, perhaps an open plaza)

Other Elements

- 1: Eastern Plaza
- 2: Market Square
- 3: Western Plaza

THE CITY TODAY

GROWTH AND DEVELOPMENT

The Capital City today is thriving. The Washington Metropolitan Region is now the tenth largest in the nation, continuing a rapid growth that has kept it near the top among other large American cities for over half a century. Despite its monumental image and saturation of government offices, it is a city like many others across the nation. Although its growth is concentrated at the periphery of the city, it is the urban core, the ten square miles of the District of Columbia, where change is most apparent.

The architect of the capitol has recently published the Phase III Master Plan which deals with a significant amount of federal office expansion within the Federal Triangle area. Private office building is also flourishing in the central business district north and west of the White House. It is not the federal bureaucracy causing the activity but lawyers, accountants, and other special interest groups brought in by the increasing regulatory activities of the Federal Government. Large firms that seek government contracts or require lobbying presence are also moving in. Many other types of businesses traditionally centered in other areas of the nation, like New York, are also steadily moving to Washington. Expanding international financing institutions including the World Bank, the International Monetary Fund, and the InterAmerican Bank are also located in the city. Television, press, and publishing companies are also carving places for themselves. Trade associations covering a wide range of organizations from labor unions to professional societies require extensive representation in the nations capital. This creates an everpresent and still growing demand for office space in the Washington area, which inturn stimulates growth in other area as well. A new convention center has recently been completed in the area of Chinatown along with associated hotel development. Plans are underway in the same general area for a huge

three-block megastructure featuring large department stores and a Hilton Hotel that should totally revitalize the entire shopping and retail area along F and G Streets east of the White House.

However, Washington's most important structuring influence since the Capitol Beltway has been the new Metrorail system. It has improved mobility within the city and has helped to relieve traffic congestion within the center city area. The District Government is now moving ahead with plans to extend the Metrorail lines as the system becomes the most significant means of commuter transportation as well as a generator of new development along its routes.

With all of this potential for new development, the District of Columbia has had to protect itself. Historic preservation and adaptive reuse are now the prevailing themes. Washington, like many older U.S. cities is particularly conscious of its heritage and cache of old buildings. Hardly a part of the old city fails to exhibit some form of adaptive reuse. Areas like Georgetown, Foggy Bottom, Capitol Hill, and even as far south as Old Town Alexandria have burst their traditional boundaries. Historic residential areas like Mount Pleasant and Brookline have become centers of new residential activity in the form of apartment and condominium renovations. Even George Washington University, who for a time ran roughshod over the Foggy Bottom area demolishing the old to make way for the new, has bowed under pressure from its critics. Recently, GWU reached a compromise with preservationists over Red Lion Row, a group of 13 Victorian townhouses facing Pennsylvania Avenue. The buildings were virtually razed but their low-rise facades were preserved and new development occurred behind. Washington cannot afford to have its architectural background destroyed and with new policies will insure that this will not occur.

PENNSYLVANIA AVENUE

HISTORIC FORM

DEVELOPMENT OF THE AVENUE

Once the Plan was made official, the first street to be cleared and graded was Pennsylvania Avenue. Work then began quickly on the Capitol and the White House, both of which were under construction by 1800, when the President and Congress moved to the new city. In 1803, President Jefferson had the Avenue lined with four rows of Lombardy Poplars, which were in place by 1805 when he rode from the Capitol to the White House, instituting the first Inaugural Parade.

L'Enfant intended that the commercial core of the city would extend eastward from the Capitol, but this was not the case. Instead, Pennsylvania Avenue became the main commercial and business street of the city. During the first half of the century the sides of the Avenue were filled with residences, boarding houses, hotels, saloons, and shops, and by mid-century Pennsylvania Avenue was one of the liveliest streets in the nation. Major improvements were made to the Avenue in the decade following the Civil War. Numerous new buildings were erected in the eclectic style of the late 19th century; borrowed freely from French chateauxs, Greek Temples, Gothic and Romanesque churches, and other styles of the past.

By the start of the 20th century the United States was an expanding world power and the Federal Government felt the need for a new architecture that would reflect the country's prominence. A commission composed of Senator James McMillan, Charles McKim, Daniel Burnham, Fredrick Law Olmstead, Jr., Charles Moore, and Augustus St. Gaudens was authorized by Congress in 1901 to formulate plans and policies for the governmental center. The aesthetic viewpoint of the Commission members strongly reflected the neoclassical, beaux arts grandeur of the 1893 Columbian exposition at Chicago. They accepted the stylistic cohesion displayed in Chicago and

recommended unified heights and materials for new buildings.

The Commission's plan affected several basic premises of the L'Enfant plan. Governmental Washington was to become a city of buildings within a series of parks. The balance of open-ended axes extending north-south from the White House and east-west from the Capitol was shifted, giving primacy to the east-west axis along the Mall by extending it to the Lincoln Memorial site. The plan also proposed that new government buildings front on the Mall, which L'Enfant had hoped would be lined with the residences of foreign ministers. Finally, the Commission recommended that the area bounded by Pennsylvania Avenue, Constitution Avenue, and the White House grounds be set aside for further government offices. This last proposal led to the design of the Federal Triangle, which, when built in the 1920's and 1930's was the major unitary building complex in the world. Significantly for the future of Pennsylvania Avenue, it was treated as an edge of the new governmental city.

Construction of the Federal Triangle obliterated the fabric of 23 individual city squares laid out by L'Enfant. Two important vistas in L'Enfant's plan, 8th Street and Indiana Avenue were blocked. The Triangle Plan also weakened the axial quality of the Avenue at its western end by terminating the Commerce building at E Street and leaving the block between E Street and Pennsylvania Avenue as open space. The construction of Constitution Avenue cut a wide swath across Pennsylvania Avenue leaving its eastern end diffused.

Finally, the Federal Triangle separated the government from the city of Washington. Pennsylvania Avenue became a barrier between the massive government buildings on the south and the edge of the city's downtown area on the north. As time passed, the office and commercial core of the city shifted away from the Avenue to the northwest area of the city. Few new buildings were erected along the Avenue, and existing structures decayed. By the 1950's the Avenue had lost its prominence in the economic and social life of the city. And, although L'Enfant's *basic triangle* of Pennsylvania Avenue, Mall, and White House axes remained, many elements of his design for this central area had been altered or obliterated.

REDEVELOPMENT POLICY

THE CORPORATION

PURPOSE of the CORPORATION

Bills to establish a federally owned development corporation, initially tied to the Bicentennial, were introduced in both the House of Representatives and the Senate in early 1972. After hearings on several of these Bills, an amended version was enacted into law on October 27, 1972 as the Pennsylvania Avenue Development Corporation Act of 1972. In passing this law, Congress determined that the national interest required that the area adjacent to Pennsylvania Avenue between the Capitol and the White House be developed and used in a manner suitable to its ceremonial, physical, and historic relationship to the legislative and executive branches of the Federal Government, and to the governmental buildings, monuments, memorials, and parks in and around the area. In reaching this determination Congress considered not only the national significance of this great Avenue, but also the steady deterioration of its northern environs and the consequent economic and social liabilities imposed upon the District of Columbia.

The Corporation's enabling act stated that in order to insure proper development and use of the area and the elimination of blight, a comprehensive plan had to be developed and implemented, which would specify; (1) the types of uses, both public and private, to be permitted; (2) criteria for the design and appearance of buildings, facilities, open space, and other improvements; (3) an estimate of the current values of all properties to be acquired; (4) an estimate of the relocation cost that would be incurred in carrying out the provisions of the plan; (5) an estimate of the cost of land preparation for all properties to be acquired; (6) an estimate of the reuse value of the properties to be acquired; (7) a program for the staging of a proposed development, including a detailed description of the program to be scheduled for completion by 1976; (8) a determination of the marketability of such development; (9) an estimate of the development

costs, both public and private; (10) a thorough study of the economic impact of such development, including the impact on the local tax base, the metropolitan area as a whole, and the existing business activities within the development area; and (11) the procedures (including both interim and long term arrangements) to be used in carrying out and insuring continuing conformance to the development plan.

POWERS of the CORPORATION

The Act gives the Corporation a broad range of powers, including the authority; (1) to sue and to be sued in its own name; (2) to acquire property through eminent domain proceedings; (3) to construct and to rehabilitate buildings; (4) to manage property; and (5) to establish restrictions, standards, and other requirements that will assure conformance to the plan. The Corporation as an entity in itself, is exempt from all Federal and District taxes and assessments, but is required to make payments in lieu of taxes on properties owned by the Corporation.

In recognition of the dual role played by the District of Columbia as the seat of the National Government and as a municipality, the Act provides that District and Federal agencies may continue to exercise their powers within the area, consistent with the plan. The Act specifically requires that the Corporation consult and cooperate with District and community officials, give primary consideration to local needs and desires, and foster local initiative and participation in connection with its planning and development activities.

The powers of the Corporation are vested in a fifteen member Board of Directors. Eight members, four of whom must be residents of the District of Columbia, are appointed by the President from the public sector. The final seven members are made up of government officials, including; The Secretaries of Interior, Treasury, Housing and Urban Development, and Transportation; the Administrator of General Services; the Mayor of the District of Columbia; and the Chairman of the District of Columbia Council. The Act also stipulates, that eight other government officials serve on the Board as non-voting members,

including; the Chairman of the Commission of Fine Arts, the National Capitol Planning Commission, the District of Columbia Redevelopment Agency, and the District of Columbia Commission on the Arts; the Secretary of the Smithsonian Institution; the Director of the National Gallery of Art; the Architect of the Capitol; and the Archivist of the United States.

THE PLANNING PROCESS

Once appropriate funds were made available in July of 1973, the Corporation began subsequent planning activities. In preparing the development plan the Corporation's staff held frequent meetings with representatives of District and Federal agencies, as well as community groups and business and professional associations. Because of the sensitive issues raised by the Corporation's purpose and powers, numerous consultations were held in an effort to identify problems and means to alleviate hardships. A series of meetings were held with a seven-member Advisory Board representing owners and tenants within the development area and the Community Advisory Group composed of persons representing a wide range of community interests.

The result of these intensive planning sessions culminated in a preliminary development plan presented to the Mayor of the District of Columbia and the Secretary of the Interior for their review. The District Government held three community workshops and a coordinated review was conducted and recommendations were received from the National Capitol Planning Commission, the Commission on Fine Arts, and from the Joint Committee on Landmarks. After assessing these viewpoints, the Mayor and the Secretary of the Interior transmitted their own recommendations to the Corporation. The Corporation's staff then began an extensive series of meetings in an effort to resolve issues raised by the District Government and the Interior Department. Substantial agreement was reached on almost all issues.

The final plan presented to Congress was a product of a voluminous process of study, consultation, cooperation, and negotiation. However, out of this process came a close consensus on a plan to rebuild the Avenue, based upon a realistic assessment of the type of

development that is likely to occur in the future with a sensitive balancing of local interests with the national importance of the Avenue.

THE 1974 AVENUE PLAN

GOALS and OBJECTIVES

"The Plan is intended to provide for the development of Pennsylvania Avenue as a vital part of downtown Washington, as the symbolic ceremonial way between the Capitol and the White House and as a link between the governmental city and the private city."

The northern edge of Pennsylvania Avenue went through a period of deterioration and a once lively center of activity for residents and visitors alike, declined in its importance. Since the construction of the Federal Triangle in the 1920's and 1930's the Avenue has become a barrier between the downtown and the Mall. This pronounced separation of functions, coupled with neglect by both public and private interests, made Pennsylvania Avenue one of the most inferior and least interesting of the world's main thoroughfares. The Corporation's attempt to reverse this decline and to restore the Avenue's prominence requires a significant effort by both public and private sectors, with the government leading the way in order to demonstrate its commitment to private developers.

The creation of the PADC and the development of the Pennsylvania Avenue Plan is evidence of this commitment. The objectives which formed the basis of future planning along the Avenue are multifaceted. First and foremost, the government plans to reinforce the Avenue's unique role as the physical and symbolic link between the White House and the Capitol. The Avenue must serve not just as a backdrop for parades, but should become the "Main Street of the Nation". Making the Avenue function as a bridge, not as a barrier between the monumental Federal core and the city's downtown, would minimize functional segregation and would help in the transformation of the Avenue into an attractive and pleasant place for residents and visitors. The physical setting must accomodate the varied needs of all people who use it - offering comfortable places to

stroll, rest, sit and talk, eat, and shop. Providing a mixture of commercial as well as cultural activities along the Avenue will help to attract a wide variety of people and stimulate street life. Interesting and diverse social and cultural activities can be just as important in attracting people to the area. Bringing people back to live along the Avenue will also help to keep the area alive after the workday is over and to support the increased variety of activity in the area.

By proposing new building on currently underutilized land, the government intends to complement and enhance the city's existing urban fabric. Maintaining a sense of historic continuity and evolution by preserving buildings representative of different eras and styles will provide a link with the past that is often lacking in large scale, post-war improvement plans. New development will breed new economic life to the Avenue while reinforcing existing activity both on the Avenue and in the adjacent downtown area. This will also enhance the city's tax base through more intensive use of land in this prime location. Although significant redevelopment is accompanied inevitably by some dislocation every effort must be made to reduce hardships to existing businesses by staging growth and by providing effective relocation benefits. Insuring that minority businesses and workers have an equal opportunity to participate and share in the benefits that will occur as a result of redevelopment is essential. In a city with the highest percentage minority population of any major urban center in the nation, the Corporation must assess the impact of the Plan on minority interests throughout the development period.

The land use proposed in the Pennsylvania Avenue Plan include both uses currently found along the Avenue and new uses that are intended to make the area a center of constant activity. The Avenue itself will be enhanced both by special landscaping and lighting and by providing a continuous frontage of retail activity along its northern edge. Office and hotel uses would dominate the western portion of the development area consistent with its location near the business and financial heart of the city. The eastern portion would be the location of the new Market Square residential

community. Although this area has been composed of predominately commercial uses, a major change in land use is considered essential. The total amount of land along Pennsylvania Avenue that is now zoned for office development cannot be marketed for that use in the foreseeable future. However, there is a demonstrably strong market for downtown housing and the introduction of residential uses will help to make the area lively, attractive, and safe.

These basic land uses would be provided through a combination of new development along with the rehabilitation and retention of existing structures. All designated landmark structures would be retained and many other older buildings that have architectural merit but are less than landmark quality would remain, either by preserving them in place or by moving their facades to new locations. The Plan, in summary, provides for a combination of the new and the old, rather than the total rebuilding of the Avenue.

The following is a brief description of the major uses and the way in which they would be developed along Pennsylvania Avenue as designated by the Pennsylvania Avenue Plan.

RESIDENTIAL

Residential development would be primarily located in the area east of the FBI Building in what is termed the Eastern Sector. This area today is a mixture of vacant lots, a few mid rise office buildings erected during the 1960's and leased to the government, and a large number of low scale commercial buildings. This stretch of the Avenue was once the city's commercial center, but has long since been eclipsed by the retail concentration along F and G Streets.

This new type of land use in the Eastern Sector is designed to provide a model urban living environment for the city. The Corporation recognizes that successful residential development would require the creation of a substantial and unique community that would attract people long accustomed to thinking of downtown Washington as a place to work and shop, not as a place to live. The major housing development would be concentrated in a

four block area between 7th and 9th Streets, E Street and Pennsylvania Avenue. Additional development would be provided in the area east of 7th Street. Because of the substantial number of existing buildings, both new offices and older structures with architectural merit, the basic housing development pattern would vary.

In all, approximately 1500 residential units would be provided, about a third of which would be rental and two-thirds for sale. Most of the units would be efficiencies and one-bedroom apartments, with rental and purchase prices aimed at households with annual incomes ranging from \$35,000 to \$55,000. These prices reflect the current market value for private high-density residential development in urban areas. In order to provide an opportunity for lower income households to live within this community, the Corporation will request Federal subsidy funds for up to 250 units. These units would be made available to households meeting the eligibility criteria of Sections 235 and 236 of the National Housing Act or successor acts. The Corporation will consult with the District of Columbia government on the administration of these low and moderate income units.

OFFICE

Most of the land under the Corporation's jurisdiction is now zoned for intensive office development. Despite the lack of activity in recent years, the Corporation's economic development consultants are confident that new office construction could be attracted to the area. Despite its current state of decay, the Pennsylvania Avenue area offers a number of advantages. It is well served by public transportation both by buses and by the METRO, plus major public investment has already occurred in the area with the newly opened Post Office conversion, as example. Finally, improvements proposed as part of the Plan, such as landscaping and lighting schemes, will result in a major upgrading of the appearance of the Avenue, reinforcing its importance as a center of activity for the city.

The area west of the FBI Building, termed the Western Sector, is the most likely location for new private office development to occur. Up to 3.2 million square feet of new office space could

be provided for over a 12 to 15 year period. The Corporation and its market consultants are confident that this space will become competitive with the prestigious office center around Connecticut Avenue and K Street, with implementation of the Plan. Additional office space could also be provided for in the Eastern Sector fronting Pennsylvania Avenue, between John Marshall Place and 6th Street. This area could be attractive for single-use building such as a major institution or corporate headquarters.

RETAIL

Shopping facilities in the development area would be designed to serve residents, visitors, and office workers in a way that would strengthen retail activity where it is currently weak, without competing with the nearby downtown retail space on F and G Streets. This is to be done by consolidating and concentrating retail space along the northern edge of the Avenue. The development of ground floor commercial space will help to assure continued vitality while enhancing the City's main retail core. The liveliest possible mixture of commercial uses will be encouraged, including restaurants, cafes, theaters, night clubs, art galleries, boutiques, and speciality shops that naturally attract large numbers of users and stimulate street life.

A total of between 900,000 and 950,000 square feet of new retail space could be accommodated under the development plan. A new department store on F Street could account for 270,000 square feet, the planned shopping plaza at Market Square could account for 100,000 to 150,000 square feet, and the remaining space would be located on the ground floors of buildings throughout the area.

HOTEL

Although the Corporation would welcome more hotels in the development area, its market analysts indicate that the demand for additional hotel rooms over and above those already committed for the coming years is marginal. Therefore, the Plan proposes only the retention of the Washington, the newer portion of the Harrington, the rehabilitation of the Willard, and possibly a new hotel across from the

National Gallery of Art. Altogether between 400 and 700 rooms could be added to the present hotel space inventory in the area. The rehabilitation of the Willard is urged for two reasons, even though it is likely to require government assistance to be feasible. First, it is a landmark building and second, hotel activity in this key location will help tremendously in the revitalization of the Avenue.

PUBLIC SPACE

Under the Plan, Pennsylvania Avenue would be completely relandscaped and specially illuminated to establish its identity as the "Main Street of the Nation". Unified and distinctive paving surfaces, plant materials, and lighting fixtures would be used to give the Avenue the visual cohesion it now lacks and to reinforce its unique location and function as the physical link between the White House and the Capitol. Sidewalks would be transformed into broad, tree-lined esplanades, giving pedestrians an inviting place to stroll. The canopy of trees will provide a natural setting for shops, restaurants, and especially sidewalk cafes. The original width L'Enfant assigned to the Avenue was 160 feet, of which 80 feet was to be devoted to roadway, leaving 40 feet on either side for sidewalks. The Avenue is still 160 feet wide, however, a total of 107.5 feet is devoted to roadway and a total of 52.5 feet is given to sidewalks. The 25-foot sidewalk on the south side leaves room for only a single row of trees while the 27.5-foot sidewalk on the north side is only sporadically landscaped. The wide expanse of roadway, along with the absence of pleasant sidewalk areas, contributes to the low volume of pedestrian activity along the Avenue.

Since the south side of the Avenue is lined with government offices, major pedestrian activity will naturally occur on the north side, which will be lined with shops and restaurants that attract large volumes of tourists, residents, and workers. Making the north side a magnet for pedestrians will also help to draw people into the main downtown shopping core, especially tourists, who rarely venture away from the government precinct to the south. For this reason, a wider, more inviting pedestrian area would be provided on the north side of Pennsylvania Avenue.

Because of the heavy volumes of traffic that now use the Avenue, the roadway itself cannot be significantly reduced. Thus, under the Plan, the sidewalk on the north side will be widened by 50 feet in areas where new construction is to occur. The sidewalk would not be widened where existing buildings with historic and architectural value are to be preserved. The additional sidewalk space will provide room for a triple row of trees along much of the Avenue's north side. The south sidewalk would be widened by trimming up to 7.5 feet from the roadway and similarly landscaped, although there would only be room for a double row of trees.

The treatment of the Avenue roadway is intended to make its broad expanse less of a physical and visual barrier than it is today. Two 11-foot outside lanes would be paved in a different material than the inner lanes, and, if traffic conditions permit, reserved for exclusive bicycle and bus use. The different material would give the roadway a narrower feeling. In order to identify pedestrian crossing areas clearly, the special paving would also be used at intersections.

Lighting along the Avenue would achieve several important objectives. The street itself would be lit by a continuous row of bright fixtures, reinforcing the vista between the White House and the Capitol. Individual buildings, monuments, fountains, and major landscaped areas would be specially lit to make them stand out from their surroundings. Finally, pedestrian areas would be lit to a greater intensity than the street, enhancing pedestrian safety and thereby increasing nighttime activity along the Avenue.

The overall effect of the landscaping and lighting proposals would give the Avenue a very special quality. Its double swath of green, brilliantly illuminated at night, would be not only a grande and dignified setting for ceremonial occasions, but also a lively center of activity for the people of the city and the nation to use, admire, and enjoy.

MARKET ANALYSIS

PRINCIPAL FINDINGS

An extensive market analysis of development potentials in the Pennsylvania Avenue area has accompanied the overall land use planning process. Prospects within the Avenue area have been considered in relation to the broad context of demand for development activity throughout the Metropolitan area and the District of Columbia. In addition, the prospects have been considered in relation to the changing perception on the part of public investors, employees, residents, and shoppers of the Pennsylvania Avenue area as the character is transformed in the years ahead.

The basic market factors considered in assessing development potentials in the Pennsylvania Avenue area were;

1. Regional and Downtown supply and demand factors;
2. Existing and prospective competitive development;
3. Site factors, including transportation access and environmental characteristics;
4. Other present and/or proposed public actions in the Downtown area;
5. Community objections in the Pennsylvania Avenue area.

At the time of the market study it identified strong metropolitan support for all of uses proposed in the Plan, including office, retail, residential, and hotel. Given this support there was substantial probability that the development objective could be achieved over the basic 12 to 15 year implementation period. However, the actual pace of activity influenced by numerous factors that are not susceptible to market judgement have lengthened the implementation period another 5 to 10 years. In particular, public policy decisions, both at the federal and local level, have had a significant impact on the timing of development. This is particularly evident in the fact that residential development in the Avenue area has yet to have

been initiated.

The following is a survey of the development trends and potentials for the Pennsylvania Avenue area;

OFFICE DEVELOPMENT POTENTIALS

Office opportunities in the older downtown area in the years immediately ahead will be influenced by the emergence of a number of market factors. Among these are; improved travel and commutation access due to the METRO; proximity to major public improvements, including projected rebuilding under the Downtown Urban Renewal Program as well as improvements like the Eisenhower Convention Center; and perhaps most significantly, basic changes anticipated in conjunction with implementation of the Plan, including the assembly of major sites for residential and commercial development. Forecasts anticipate a high degree of *prime* office construction and have been scaled on the order of 200,000 to 250,000 net square feet annually in the period ahead.

RESIDENTIAL DEVELOPMENT POTENTIALS

Based on an evaluation of the character and performance of recent competitive residential developments it has been concluded that a firm residential market could be tapped within the Pennsylvania Avenue area, for both rental and sales units for small households. This assessment, however, is contingent upon the development of a large enough number of units to establish an in-town residential environment that compares favorably with other central Washington housing developments. Further analysis shows that a construction pace of about 250 units per year would be suitable to the market provided that a reasonably favorable economic climate prevail during the period of construction. Overall, an estimated 1500 units could be developed over an 8 to 10 year period.

RETAIL DEVELOPMENT POTENTIALS

While overall retail space levels along Pennsylvania Avenue were not projected to drastically increase at the time of the market analysis, it is now possible that a total of between 900,000 to 950,000 sq ft of retail space

could be accommodated under the development plan within the Avenue area. A new department store on F Street would attribute to approximately 270,000 sq ft, while a new shopping plaza at Market Square and additional retail space on 7th Street would account for between 100,000 to 150,000 sq ft. The remaining space would be located on the ground floors of buildings throughout the area. Nevertheless, appreciable shifts in productivity are expected in accord with the program improvements. In aggregate, new retail sales of at least \$40 million will be generated by residents, office workers, and tourists once development is complete.

An estimated 58,000 sq ft of existing retail space would be likely to be affected by the implementation of the Plan. It is expected that well over half of the present merchants could successfully relocate into new facilities constructed in the area. Some attrition is expected among present retailers due to such factors as an unwillingness to establish new markets etc., but new uses would offset any reductions that may occur. Economic measures taken by the Corporation are designed to mitigate attrition and benefit both residents of the metropolitan area as well as tourists to the city.

HOTEL DEVELOPMENT POTENTIALS

The possible development of hotel facilities in the PADC area of concern has been analyzed in terms of the already strong response to anticipated levels of demand for transient accommodations within the District. Hence, the Avenue area could provide selected locations for higher priced transient demand related to new office construction, the existing concentration of federal offices, and selected convention and tourist activity. In general, it is estimated that in addition to the current renovation of the Willard and Washington Hotels, between 350 to 500 new hotel rooms over the implementation period could be supported by the market within the Pennsylvania Avenue area.

CAPITAL PROGRAMS

ECONOMIC PROGRAM

At its inception, the land use development proposals for the Pennsylvania Avenue area were intended to bring important social, economic, and fiscal benefits to the southern section of the city. For many years, this area remained stagnate and eventually declined as extensive new development occurred elsewhere in the city and its suburbs. Major economic benefits resulting from the implementation of the 1974 Plan have already been realized and future development will enable the PADC to further accomplish its goals.

Employment in the Pennsylvania Avenue area remained static over the decade preceding the organization of the PADC. Since its beginning, the area has seen the opening of the FBI, Labor Department, and WMATA buildings which brought an estimated 14,000 additional government employees to Pennsylvania Avenue. This government activity will be complemented by the development of new private office and commercial space bringing with up to 15,000 additional employees. By stimulating new development along the Avenue, thus reducing the flow of employment to suburban areas, the city of Washington would be insured significant economic relief.

The dramatic rise in employment will generate a demand for new and upgraded retail development. This demand will be augmented by increased numbers of visitors - both tourists and local residents. By strengthening the retail attraction of the Avenue and the surrounding area, new opportunities will be created for community-based and minority-run businesses. This is a primary goal of the PADC's economic program.

Another apparent problem is the mass exodus of people which occurs when workers leave their jobs for homes outside the downtown area, ending evening activity and leaving the streets deserted. In order to reverse this situation,

the land use plan proposes the introduction of residential uses with the development of additional hotel rooms and retail activities. With increased residential activity as incentive, more and more visitors will be drawn to the Avenue transforming it into a lively promenade linking a wide variety of cultural, commercial, and governmental attractions, thus supporting the economic life of the city.

With future improvements the Pennsylvania Avenue area has the potential to contribute significantly greater tax revenues to the city than it does today. Real property tax revenues are now low because of the large amount of underdeveloped land. Sales and income tax levels are also depressed. Implementation of the development program will bring substantially increased tax revenues to the District Government. Current tax revenues on sites that would be redeveloped under the plan are estimated to be \$4.7 million. After development, these sites would be expected to produce in excess of \$11.8 million in tax revenues. (The actual increase will be much higher since these estimates are based on 1974 figures.)

FINANCIAL PROGRAM

"The financial implementation of the proposed plan involves several basic elements, including; (1) a one-time appropriation of \$130 million at the beginning of the project; (2) a \$150 million interim working capital loan; (3) use of the Corporation's \$50 million Treasury borrowing authority; (4) salaries and expenses for the Corporation's staff, which would be funded separately by annual appropriations and are not included in these figures; and (5) authority to sell long-term obligations at the conclusion of the project."

The \$130 million in appropriated funds will be used to pay for all public sector activities whose costs are not expected to be recovered through proceeds from land sales or leases. These activities would include public works, relocation assistance, site preparation and improvements, historic preservation and renovation, and changes in land use. These funds were requested at the beginning of the project but will be disbursed over an 12 to 15 year period, which was anticipated as being the

duration of the entire program. Each year's anticipated use of funds will be reviewed and approved by Congress and the President and will be controlled by the apportionment and financial reporting process.

The \$150 million interim working capital fund would cover the cost of land acquisition and is expected to be financed by the income generated by the sale or lease of land within the PADC domain. The source of financing would be within the Corporation's authority to sell *agency* notes, which repayment would be guaranteed by the Federal Government.

The \$50 million construction revolving fund would finance all mortgageable expenses involved in building - construction costs, excavation, taxes, interest, insurance, etc. This would allow the Corporation to *turnkey* important parcels at a considerable cost saving in construction interest charges or higher lease returns.

At the conclusion of the project, when all new development is well under way and all land has been leased, the Corporation intends to sell 40 year long-term guaranteed bonds. It is estimated that \$90 million could be raised in this manner, all of which would be applied to the repayment of the interim debts incurred in the course of implementing the Plan.

MARKET SQUARE

PROJECT SETTING

HISTORIC CONTEXT

The area midway between L'enfants two important nuclei, the Capitol and the White House, became a natural location for residential and commercial development for people who wanted access to both. The stabilizing force of two major federal departments, the Patent Office and the Old General Post Office, also added to the areas desirability. Lawyers, politicians, and even some of Washington's prominent architects - Hadfield, Bulfinch, Walter - made their homes in the rowhouses that filled the area by the 1850's. The Market Square area, so called for the colorful Centre Market once at its heart (since demolished for the National Archives) remained a desirable place to live until the end of the century. Since Pennsylvania Avenue yielded the most direct route between the two branches of governmental power, the Market Square area ultimately became the logical site for commercial growth. Business structures spread north of the Avenue gradually transforming its residential character.

In addition to the major axes, L'Enfant's plan includes a number of minor, but significant axial relationships. Among these were the 8th Street and the Indiana Avenue axes. They crossed at Market Square, from which one could view the National Pantheon, Supreme Court, Washington Statue, President's House, Congress House, as well as a distant Naval Memorial Column at the river. It is not surprising that L'Enfant proposed *grand fountains* to mark the symbolic importance of this place. However, L'Enfant's plans were never carried out to its full extent. The National Pantheon site was used for the Patent Office (now the National Portrait Gallery); the Supreme Court site was used for City Hall (now a court building); the markets, and later the National Archives, blocked the view to the river; the construction of the Federal Triangle obliterated Indiana Avenue; and the fountains were never constructed. In recognition that the 8th Street axis has remained an important feature in

Washington's urban design, a series of institutional buildings are located along 8th Street. The Mount Vernon Square Library forms a reciprocal vista with the Portrait Gallery, which in turn defines a similar vista with the Archives, which faces the Hirshhorn Museum across the Mall.

Many of Washington's indigenous townhouses stood until the 1920's when merchantile architecture finally engulfed the area. Pennsylvania Avenue maintained a respectable commercial appearance for a number of years until the development of F Street ended its period of dominance. The few modest buildings having been able to withstand the encroachment of the even larger business structures of today show, what the area was like in its heyday. The most architecturally impressive rows of 19th century buildings are concentrated along 7th Street, particularly in the 700 block between F and G Streets and along Market Space fronting Pennsylvania Avenue. Interesting remenants of Market Square's architectural heritage include:

513 Sixth Street. Built around 1840 and extensively altered, this is one of the few older townhouses that remain to illustrate the areas pre-Civil War character.

809 Market Space. A rare survivor of the great period of Pennsylvania Avenue's commercial importance, this building presents a dramatic wall of windows accentuated with cast iron Corinthian columns. A semi-circular cornice motif bears the date of constuction, 1868, in high relief.

303 Seventh Street. *Firemen's Insurance Company Building.* Built before 1887, this building of picturesque massing reflects the interest of the 1880's in complex skylines and small-scale ornamental detail. It stands as a vivid gateway to the commercially important 7th Street axis.

401-407 Seventh Street. *Germond Crandall Building.* This broad, rhythmic expanse of windows also culminates in a bold cornice interrupted with three semi-circular motifs. The cornice molding is so projected that it resembles a barrel vault. The trim of the windows, which are divided by narrow columns in high relief, forms a cohesive and continuous

pattern across the front of the building. Gremond Crandall, the owner designed the structure in 1877.

415 Seventh Street. A few doors away, this c. 1883 commercial structure of yellow brick presents an arcaded facade exceptionally rich in textural effects: zigzag trim in the semi-circular window arches, a wide horizontal band with projecting and indenting brick ornamentation at the cornice line and Corinthianesque columns of polished granite with limestone capitals and bases. Cast iron ornaments in the outside vertical bands further define the narrow lines of the building.

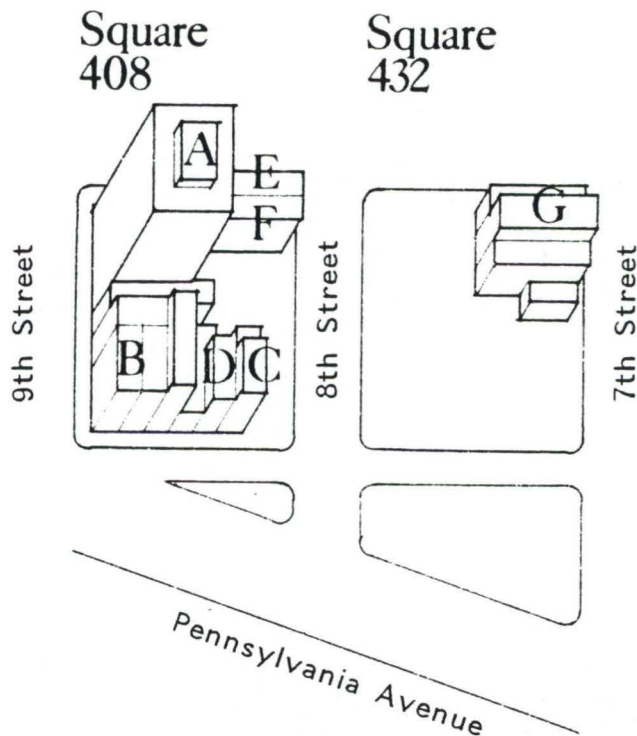
618 Ninth Street. This 18 foot wide building, constructed c. 1890, also illustrates what imagination can do for a compacted commercial facade (typically 18 to 25 feet wide). Richly detailed in molded brick and terra cotta and complexly divided, its features resemble both those of the Richardsonian Romanesque style and others apparently derived from late 17th century English motifs. Byzantine carvings, simple wooden tracery and a round-gabled ventilating dormer diversify its facade.

EXISTING CONDITIONS

During the initial phase of the 1974 Plan, each city block within the PADC's jurisdiction presented unique problems that had to be resolved in determining the overall land use and site development plan. Although significant tracts of vacant or underutilized land are to be found within the development area, it is for the most part covered with buildings of varying sizes, styles, and conditions. There are a number of substantial existing buildings that had to be accommodated within the development scheme, either because of their established historic or architectural merit or because of their economic value. Some blocks contain 19th century and early 20th century buildings that are not landmarks, but have considerable architectural interest.

The following is a description of the existing conditions on each of the blocks which constitute the Market Square Project. The blocks have been identified by their official city square numbers.

Square 408. This block, like others in the area, is considerably underutilized. About a third of the land is vacant and is used for surface parking. Except for a modern ten-story office structure at the corner of 9th and D Streets (A), most of the buildings are low-scale and in poor condition. A number of these structures, however, have some architectural interest, especially those fronting on Market Space, including: the Perry Building at 821 Market Space (B), a four-story commercial structure erected in 1860 with an addition completed in 1902; a four-story building at 809 Market Space (C), which was erected in 1886 and has especially fine cast iron detailing; and the three-story building at 811 Market Space (D), which was built around 1890 and has distinctive brick and terra-cotta designs on its facade. The only other building along Market Space is a low-scale modern structure once occupied by a savings and loan association. There are several other buildings of architectural note elsewhere on the block, including the three-story, early 20th century commercial structure at 800 D Street (E), and the adjacent red brick, four-story Greek revival style townhouse at 320 8th Street dating from before 1850 (F).



Square 432. This block was largely occupied by Kahn's Department Store but has since been demolished to make way for future development and is currently vacant. The northeastern corner of the block contains three and four-story buildings (G), that have little architectural interest. They are occupied by a branch bank and several retail establishments, the most important of which is a Morton's Store. The small triangular reservation between Market Space and Pennsylvania avenue contains an equestrian statue of General Winfield Scott Hancock.

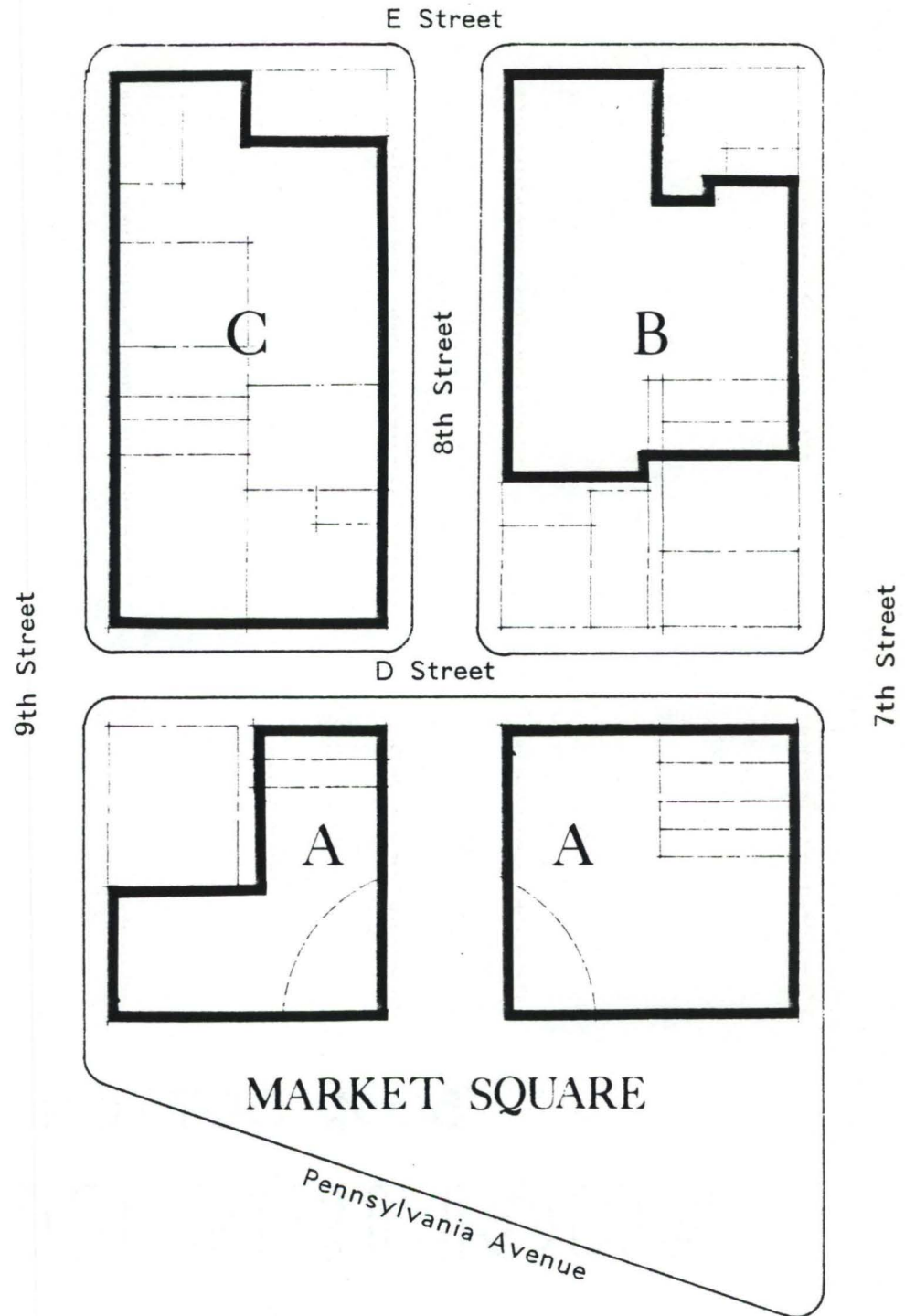
DESIGN LIMITS

DEVELOPMENT PARCELS

The coordinated planning area for the Market Square project shall be developed according to the development parcels delineated in Diagram 1. These development parcels represent the minimum areas that may be developed within the entire scope of the Market Square Proposal, including new residential development to occur along 8th Street above Market Square Park. Any combination or number of development parcels may be developed as a single project (as is the case for this terminal project where only Parcel A will be specifically dealt with).

Phased construction on a development parcel may be permitted, subject to the Corporation's specific approval. Agreements regarding the program of uses developed in each phase, the timing of construction, and various performance guarantees will be required for such approval. The Corporation may also choose to hold a development competition for selected sites within this four-block area

DIAGRAM 1 DEVELOPMENT PARCELS



BUILDING RESTRICTION LINES

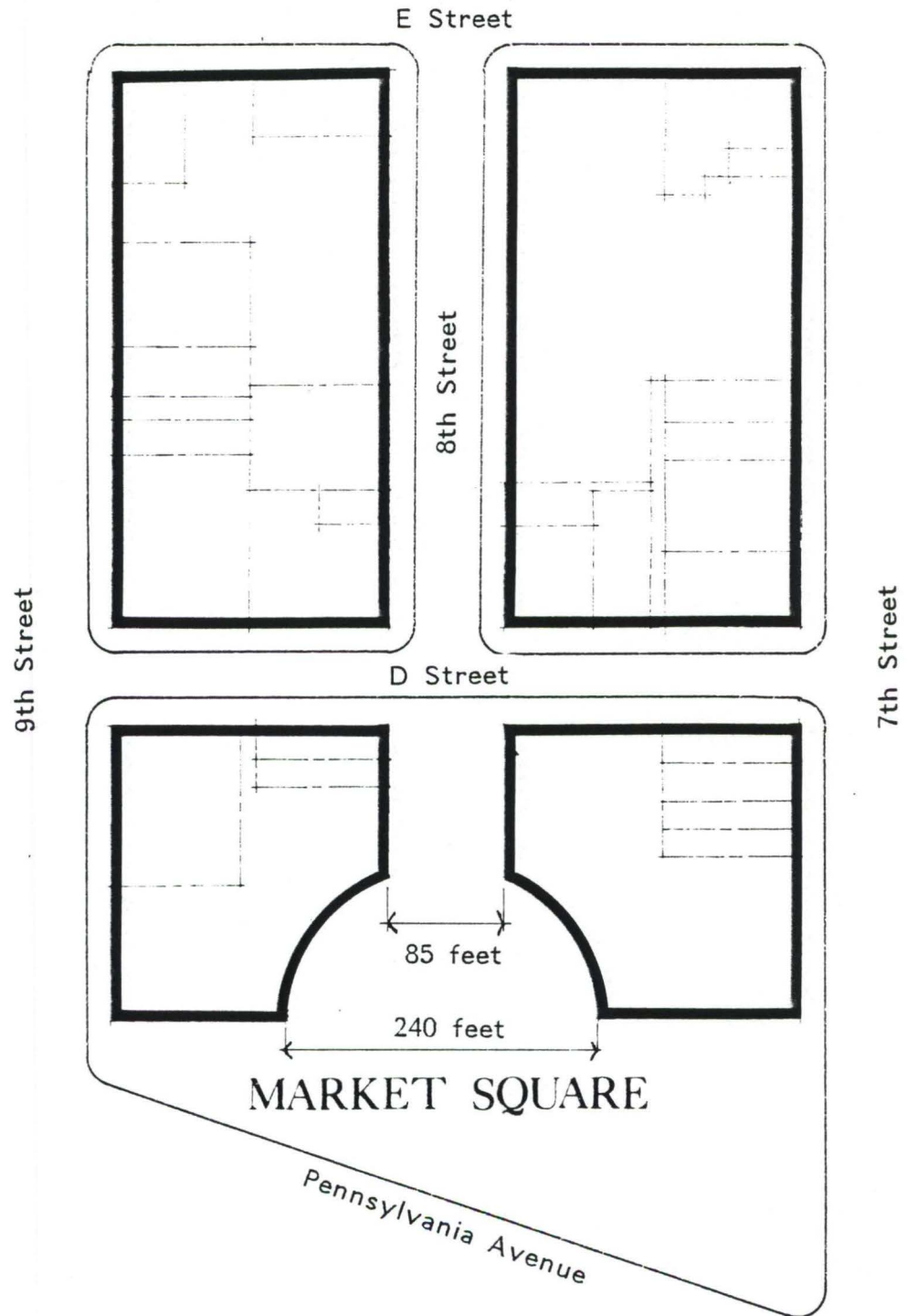
Building restriction lines are established on Squares 408 and 432 as shown on Diagram 2. These building restriction lines are located as follows:

1. Twenty feet north of the former Market Space right-of-way line,
2. Delineating a semicircular area of 240 feet in diameter, and
3. At approximately the current 85-foot right-of-way of 8th Street to maintain the 8th Street vista between the National Portrait Gallery and the National Archives.

Since the axis of 8th Street is not aligned with the center of the Archives Building, the Corporation will consider proposals to realign this vista by unobtrusive means. Such proposals should locate the semicircle as shown in Diagram 2 and may include slightly splayed or narrowed right-of-way lines, or a modest building articulation, perhaps in the form of projections or pavillions, at the intersection of 8th Street with the semicircle.

Architectural articulations at the build to line including projections, porticos, etc., are permitted. Establishment of a build to line does not necessarily imply a corresponding required height of development, except where a build to height is specified. Variations in the street facade above ground level to articulate the scale of development, to establish a rhythm along the facade, or to allow for rooftop amenities, are permitted as long as the sense of a continuous street wall is maintained.

DIAGRAM 2 BUILD TO LINES



HEIGHT OF DEVELOPMENT

The maximum height of new development shall be restricted by District of Columbia Zoning, with the following exceptions:

MARKET SQUARE

Around the semicircle at Market Square, new development shall express a uniform cornice line at a height of approximately 70 feet. At the uniform cornice height, there shall be an appropriate setback before development rises to the maximum height allowed. At all building corners around Market Square (including 7th and 9th Streets) the uniform cornice line shall be expressed to anchor the corner visually.

EIGHTH STREET

Along 8th Street from the Market Square semicircle to E Street, new development shall appropriately express the uniform cornice line. This height shall be measured from adjacent grade level, so as to follow the rise in topography from the Archives to the Portrait Gallery. The uniform cornice restriction on 8th Street is not intended to impose a strictly horizontal line, but rather is intended to establish the impression that a series of individual buildings are built to roughly the same height. There shall also be an appropriate setback at the uniform cornice height as in the case at Market Square. At the intersections with D and E Streets, the uniform cornice line shall be expressed along these streets for a sufficient distance to anchor the corner visually also. Modulations in the building massing (such as mansard roofs or dormer windows) are permitted within the setback area to provide that the intent of the uniform cornice height is respected.

SEVENTH STREET

Along 7th Street, variations in building height are encouraged, so as to break up the apparent bulk of larger new buildings and to respond to the lower scale and variety of building heights along the street. Building heights may range

up to the zoning maximum for limited portions of the frontage, provided that the overall massing modulates between the varied heights of existing buildings. This restriction is intended to establish a compatible relationship with the mini historic district along 7th Street, while at the same time allowing adequate building bulk.

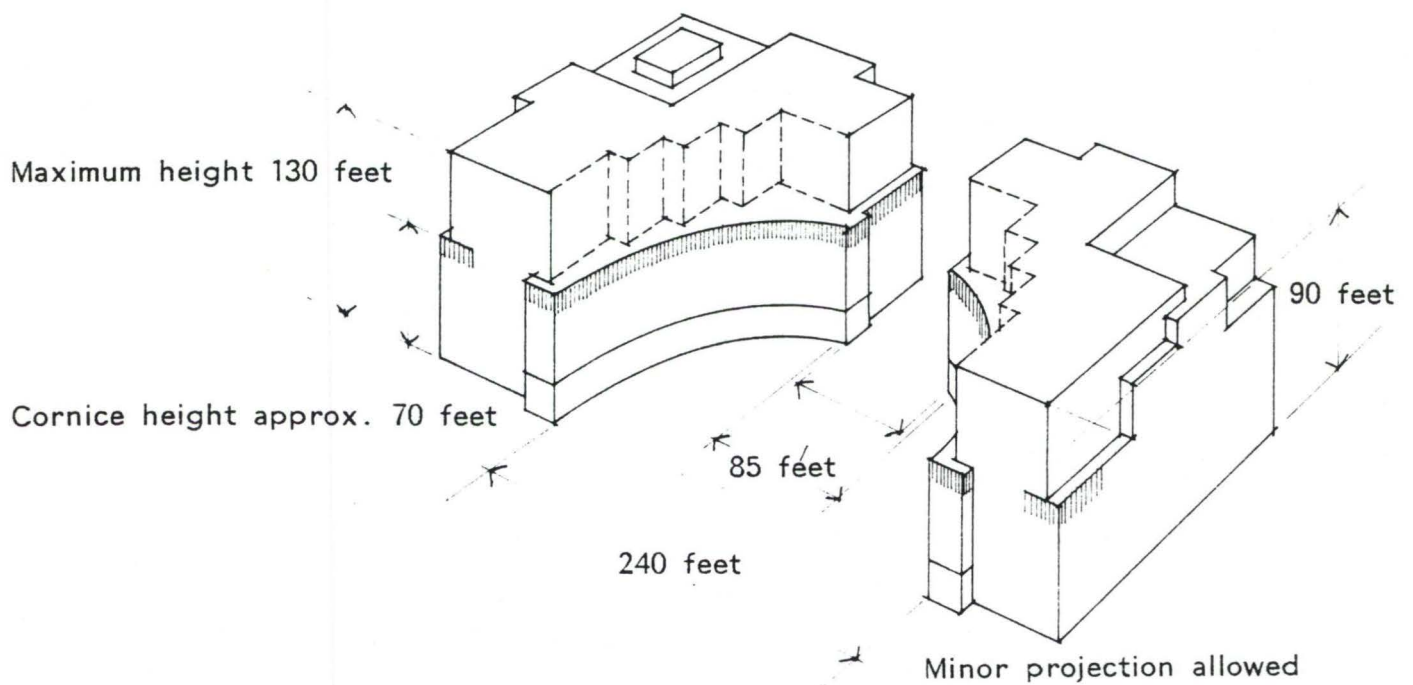


DIAGRAM 3
BUILD TO HEIGHTS

CASE STUDIES

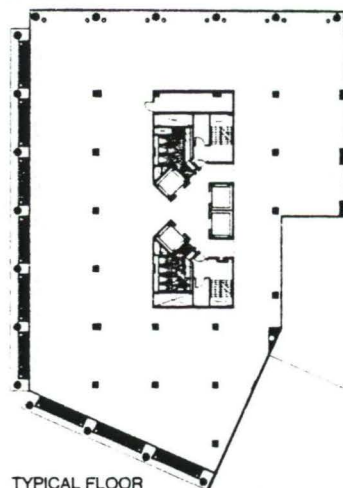
PERMANENT BUILDING

1775 Pennsylvania Avenue
Washington, DC
Hartman-Cox

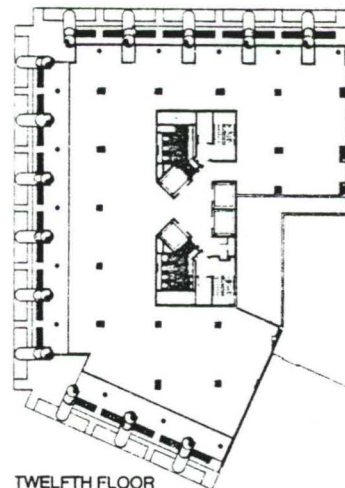
Because of Washington's unusual street patterns, the National Permanent site was one of the city's best. The trapezoidal lot faces two small triangular parks on either side of Pennsylvania Avenue at the intersection of 18th and H Streets. Because of the open space around the site, the building is visible almost all the way to Georgetown. To the southeast are the White House and Alfred B. Mullet's Old Executive Office Building.

With an important site and a limited budget plus many design limitations (the overall size and bulk of the building had been dictated by DC Zoning) Hartman-Cox decided to use the simplest of materials: concrete, metal, and glass - and created a building within a building. On the south and west facades the structural concrete columns and beams are pulled out 6 feet from the building envelop, which is walled in grey glass. Subway grating covers the void between the glass and the edge beam of each floor.

PLANS



TYPICAL FLOOR

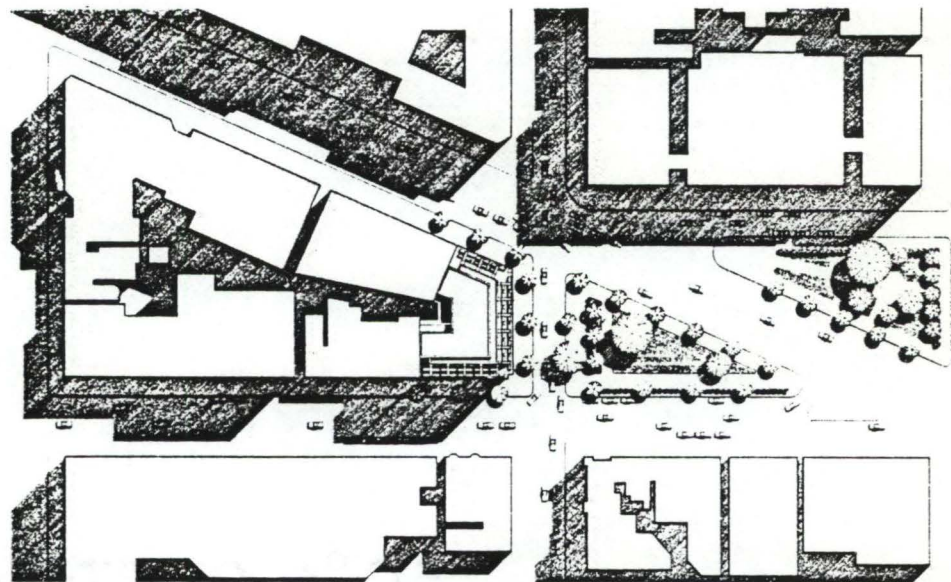


TWELFTH FLOOR

The recessed windows reduce the sun load on the air conditioning equipment by as much as 40 percent, and on the north facade clear glass is flush with the concrete frame. Floor to ceiling glass is set into metal frames throughout the building.

A *civilized* version of the Pompidou Center's brightly colored ducts is an unusual design feature in the Permanent Building. Flat-black metal ducts run in pairs on either side of each bay next to the columns, but are not attached to them. The huge ducts terminate at the penthouse and their dark color combined with the light bluff-colored concrete creates a very visible profile against the sky.

Warren Cox speaks openly about the historical design sources in the building. The concrete



SITE PLAN

columns echo the "column-festooned" Old Executive Building down the street and the stepping back of the upper floors resembles the mansard roofs of many of Washington's existing buildings.

The National Permanent building has proved not to be just another bland Washington box, it is sensitive to its surroundings but becomes a strong focal point at the same time, and to a certain extent recalls some of the existing Washington vernacular.

MARKET SQUARE

1974 Design Proposal
Washington, DC
Hugh Newell Jacobsen

While developing the 1974 Pennsylvania Avenue Development Plan, the PADC engaged Hugh Jacobsen to study the feasibility of housing along Pennsylvania Avenue. The culmination of his investigation produced the following design proposal:

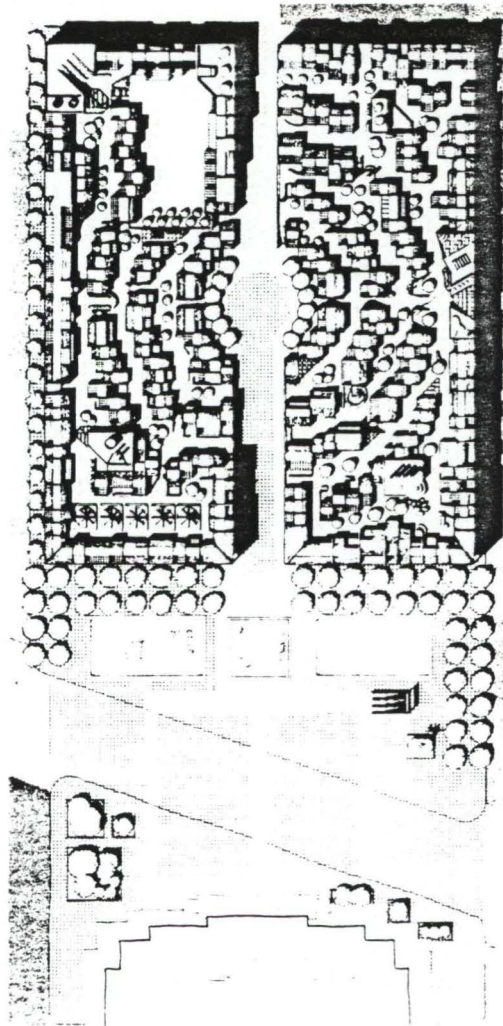
Under Jacobsen's scheme, the entire four-block Market Square area would have been cleared and developed comprehensively as a *superblock*. The superblock would contain primarily residential uses, along with retail space, and private and government offices. The ground floor would contain arcaded retail space along Market Square and all street frontages, including on both sides of 8th Street adjacent to Market Square and E Street. Office space and parking would occupy the middle floors of the structure and the upper floors would be reserved for residential uses. Inside the structure, the housing elements would be arranged in two- to four-story tiers flanking interior walkways that step down to ground level at the center of the complex.

The plan also provides for a structure that would house the Woodrow Wilson International Center for Scholars as part of the building complex fronting on Market Square. In addition, a major storage repository is planned for the National Archives beneath the complex that would be connected by tunnel with the main Archives Building across Pennsylvania Avenue. This space would be directly accessible below grade to the Metro station at Market Square.

The entire four-block area would be pierced by 8th Street, which would be closed to normal vehicular traffic and converted to a pedestrian way. The pedestrian mall would open into an expanded public space at Market Square, which would be used for public activities, including

restuarants, exhibitions, recreation, and open air markets.

In all, Jacobsen's scheme would have contained over 750 residential units, an estimated 150,000 square feet of new retail space, 240,000 square feet of new office space, and up to a million square feet of underground storage space could have been provided for the National Archives.

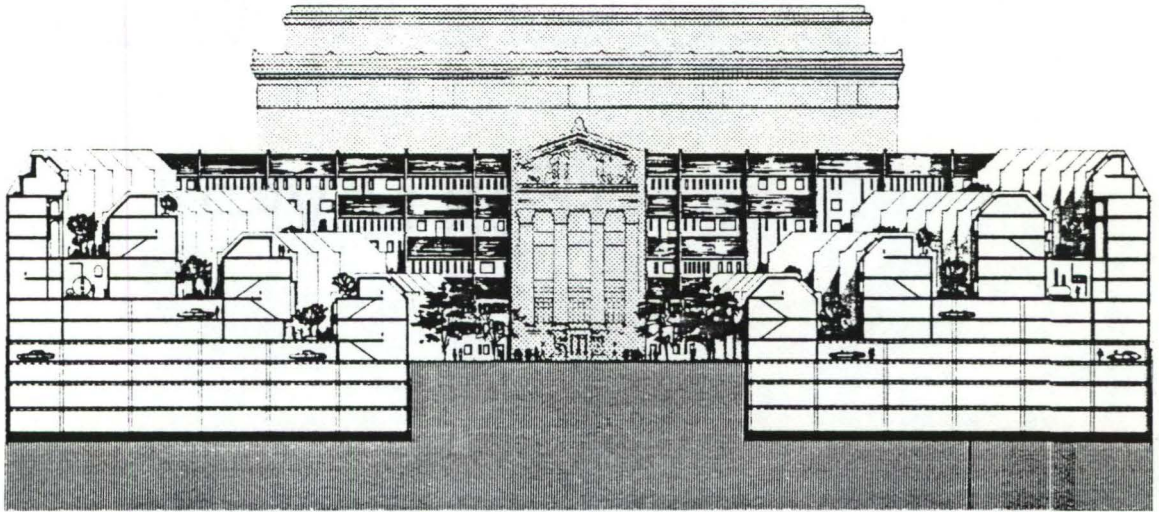


SITE PLAN

Note:

After a period of further research and study of the housing proposal for Market Square, the firm of Edward Larabee Barnes reported in

November 1980, that while the basic goals and objectives of the 1974 Plan remain valid, significant changes of emphasis and direction would be necessary. The major causes were found to be involved with phasing, economic feasibility, and the role of preservation. Thus the Jacobsen scheme was abandoned.



HOUSING SECTION

PROGRAM GUIDELINES

URBAN OBJECTIVES

OPEN SPACE CONCEPT

As part of its development plan, the PADC hopes to reestablish Market Square as one of the three major public spaces along Pennsylvania Avenue. This will be accomplished through a cooperative effort combining public improvements with private development. On the public side, the Corporation will develop a new urban park that will include a memorial to the United States Navy. Private development will complete the architectural setting for the park and provide the cafes, restaurants, and shops that will help to enliven it.

The concept for public improvements is designed to restore to the Avenue some of the qualities of L'Enfant's initial plan, while addressing the changes in scale and building technology which have occurred in the 20th century. The Avenue's sidewalks on the north will be widened to 75 feet wherever possible, and planted with three rows of Willow Oaks. The southside sidewalks will be widened by 7 feet and planted with two rows of Willow Oaks. The trees will give a continuous frame to the Avenue vistas, softening and unifying the disparate character of the architecture. New brick paving on sidewalks and crosswalks, street furniture, lighting, and sculpture will give the Avenue a special quality; a linear urban park, providing a grand and dignified setting for ceremonial occasions and a lively center of activity for the people of the City.

These improvements will provide the continuity and consistency necessary to give visual cohesion to the baroque Avenue vista. Pennsylvania Avenue will be punctuated at three points with major public spaces. These correspond roughly to L'Enfant's intentions;

The Eastern Plaza has become the Capitol reflecting pool, a formal composition recalling both L'Enfant's open space with a cascade and the 1901 MacMillan Plan for Union Square. The

Western Plaza has been constructed between 13th and 14th Streets. It is a hard open space which relates to the important Pennsylvania Avenue axis by its location and formality and to the grid of the City by its orientation and detail. The plaza, designed by Robert Venturi is a paved map of L'Enfant's plan for Washington and locates all of the buildings, monuments, plazas, and streets within the Federal Triangle. It is one of a group of spaces which work together to create a sequence of different public space treatments which provide a transition from the Avenue and the City to the landscaped treatment of the President's Park. Pershing Park is the less formal, *softer*, and more active part of the sequence. Market Square is the third major public space along the Avenue. Today, Market Square is surrounded by diverse existing conditions with some parcels proposed for redevelopment. The architecture on the southside of the Avenue in the Federal Triangle is Neoclassic and is dominated by the National Archives Building. Including the FBI Building west of Market Square, government office buildings occupy approximately one-half of the Square's perimeter. The northern and eastern edges of Market Square will be occupied by mixed use commercial, residential, and office buildings in new and renovated 19th century buildings. The new buildings which will define Market Square on the north offer the only opportunity for active design integration with the Plaza. The Indiana Plaza area east of 7th Street is slated for major renovation, sensitive infill development, and major new construction. Vehicular traffic reorganization will make available new pedestrian plazas of a character compatible with the 19th century buildings to be preserved. The development and design of Market Square is expected to support and complement that of Indiana Avenue.

STREETSCAPES

Except for the establishment of Market Square Park, the present street pattern in this area will be largely retained. The only significant changes will occur north of Market Square where 8th and D Streets will become pedestrian avenues with provisions for limited vehicular traffic. Keeping these streets accessible will provide passage for vehicles to shops and galleries which need to be serviced but will

promote a more active and secure neighborhood for residents in the immediate area. Since these streets are presently not convenient for through traffic much of the area will be suited for residential uses and a quieter pedestrian oriented atmosphere.

The urban design framework for new development takes advantage of the different functions of the streets in the area. A different mix of uses will be developed along each street, according to design objectives intended to enhance the streets individuality. These objectives were developed by considering each street's existing uses, the level of traffic, buildings to remain, the street's historical role, and its formal importance in the L'Enfant Plan.

Eighth Street is intended to be primarily residential in character, with as many residential entrances as possible located there. Other portions of the ground floor frontage should be occupied by retail, arts, or residential service establishments. Since 8th Street will serve as an important pedestrian connection between Market Square and the Portrait Gallery, all adjacent development will be required to follow a uniform design for streetscape improvements. New buildings should be considered elements in a classical urban composition centered on the Archives and Portrait Gallery buildings as focal points. Special cornice height restrictions have been established to maintain the balance of this composition.

Along the 7th Street frontage, new development is intended to reinforce the street's commercial and historic character, as well as its status as a center for the City's arts community. Street level spaces should be devoted to shops, restaurants, and arts related uses. Preservation of many of the existing structures along 7th Street, as well as the reconstruction of dismantled facades relocated from other sites along Pennsylvania Avenue, is provided for in the Corporation's historic development plan.

New development along 9th Street should be built to the maximum height to help balance the bulk of the FBI Building on the westside of the street. The absence of retail uses on the FBI side of 7th Street and the heavy vehicular traffic present particularly difficult planning

and design problems. However, guidelines provide for projections over the 9th Street sidewalk that are intended to improve the street in several ways; by providing weather protection, giving the street a special design character, and establishing a scale more appropriate to pedestrian use.

D Street is composed of short blocks that do not allow a continuous retail frontage. It also provides for the most appropriate location for off-street loading facilities. For these reasons it will be primarily a service street, although some retail uses could be located there. D Street should be seen as an opportunity to concentrate the elements that are necessary for development but are not desirable on the pedestrian oriented streets.

MARKET SQUARE

Market Square receives special attention in the Pennsylvania Avenue Plan due to its historic importance, its central location along the Avenue, and the proximity to the tourist attractions along the Mall and on 8th Street. The Market Square area is designated as the site for the important reintroduction of residential uses into the old downtown. The design of Market Square must respond to the residential uses and their implied small scale pedestrian activities, as well as to the monumentality required by its location, historical origin, and the presence of the Archives and Portrait Gallery Buildings. Market Square is envisioned as a passive park combining formality of expression with the flexibility to accommodate a wide range of pedestrian activities such as cafes, kiosks, and performance spaces in addition to the traditional park activities of sitting and strolling.

NAVY MEMORIAL

THE NAVY MEMORIAL FOUNDATION

The Navy Memorial Foundation was founded in 1977 and is dedicated to the preservation of our cultural heritage and to the advancement of the quality of life in the United States. One of the Foundation's immediate goals is to develop a memorial to all men and women who have proudly served in the United States Navy.

On March 8, 1980, President Carter signed legislation authorizing the Foundation to erect such a memorial on public grounds in the District of Columbia. After the examination of several sites, Market Square was selected for the development of a "living memorial to all Navy men and women, and as a haven for the relaxation and for the entertainment of inhabitants, employees, and visitors in the area." The Pennsylvania Avenue Development Corporation and the Navy Memorial Foundation are working together to implement this objective.

THE NAVY MEMORIAL

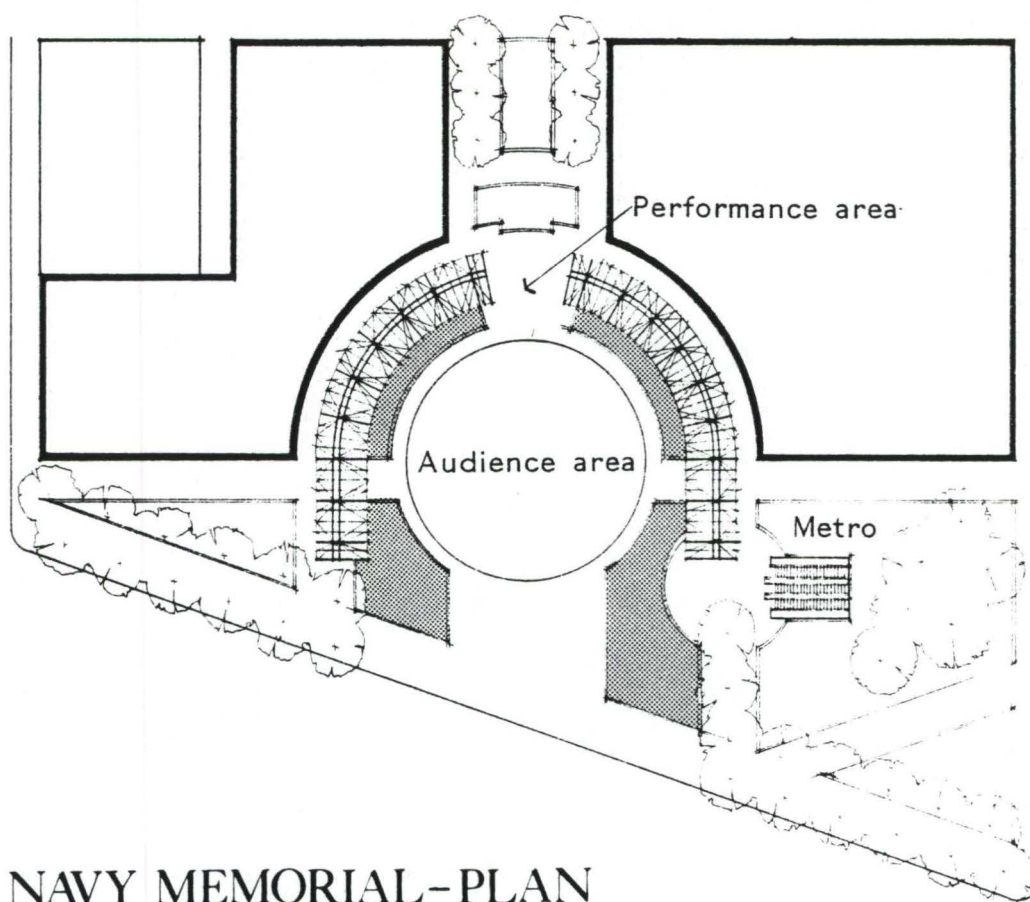
The main element of the Navy Memorial will be a performance facility for military bands as well as other local or visiting concert organizations. Such a facility has been sadly lacking in the Washington area since the loss of the Watergate barge to Hurricane Agnes in 1973. This facility, together with the surrounding Market Square improvements, will provide the accommodations for a wide variety of performance groups, both large and small.

The design of the Navy Memorial has met with quite a bit of disparity in its relatively brief existence. From its inception the actual realization of the project has been somewhat of an up hill battle. The original scheme, a 10-story *Arc de Triomphe* was met with an immeasurable amount of criticism from both the public and private sectors. Nathaniel Owings, FAIA, and founding partner of Skidmore, Owings, and Merrill, resigned in protest in

what was described as a "basic difference in philosophy" with then PADC Chairman Max N. Berry, a Washington lawyer. His resignation ended a 19 year associatioin with the redevelopment of Pennsylvania Avenue dating back to 1962 when President John F. Kennedy appointed him Chairman of the Council on Pennsylvania Avenue. Owings, who spearheaded the creation of the PADC, felt that the quality of architecture being considered all along Pennsylvania Avenue under the Corporation's jurisdiction was "inferior" and that "there was no one on the board or staff qualified" to make esthetic judgements. With increased pressures from Capitol Hill and a general negative reaction to the Naval Arch concept by the staff of the National Capitol Planning Commission, the scheme was eventually scrapped.

The architect, Conklin Rossant of New York, essentially went back to the drawing boards and after almost two years of redevelopment has finalized a design for the memorial. The PADC as well as the Fine Arts Commission have given their approval of the scheme, yet, before the project can be implemented the National Capitol Planning Commission must also sanction the design. Which at this time seems quite evident that it will.

The final scheme for the Navy Memorial is very different in concept from its predecessor. It takes on a more subdued role in the entire Market Square development proposal. The memorial, which is now part of a larger urban park is made up of a circular audience area, which functions as a public plaza during the off-season, and is surrounded by a tensile structure which is held up by the masts of a ship. The structure covers fountains, trees, and seating areas as well as places for outdoor cafes and restaurants. The performance area can be set up at the northern edge of the park with the National Portrait Gallery off in the distance. The Market Square buildings will serve as the backdrop to the memorial and will complete the the architectural setting for Market Square Park. The Navy Memorial Foundation has also selected Stanely Bleifeld of Westport, Ct to do commorative sculptures, base-reliefs, and to design the fountains which encircle the park.



NAVY MEMORIAL-PLAN

SPATIAL REQUIREMENTS

MIXED-USE DEVELOPMENT

Mixed-use developments, which combine three or more significant revenue producing uses in a single project, are presently the new building type in the U.S. commercial building market, particularly in urban areas. The major feature of mixed-use development is its intensive use of urban land. A greater diversity of uses and higher densities are much more favorable than that of single purpose zoning. The combination of functions provide round the clock activity that is lacking in a strictly office environment. This is the problem that exists along Pennsylvania Avenue today and with the introduction of the mixed-use Market Square Project, the PADC hopes to remedy this situation.

The Urban Land Institute has concluded that mixed-use developments have been the most important innovation in urban land use over the last 20 years. It is increasingly likely that a sizeable portion of new shopping centers will be located in the urban centers of this country, on sites that are small, expensive, and right in the center of dense urban development.

The rush to the suburbs is slowly becoming a thing of the past as a new glamour has begun to develop around *downtown* as the place to live and shop as well as to work. With the growing numbers of city residents, more and more shopping will be done to and from the place of employment. Fewer trips will be made for the sole purpose of shopping, eating, and recreating. And with the development of this new building type, the mixed-use facility has a great potential to significantly improve the quality of urban life.

DESIGN CONSIDERATIONS -USES

The uses to be considered in the design of the Market Square Development Project are to be developed in accordance with the program described in the Pennsylvania Avenue Plan and

more specifically as described below.

RESIDENTIAL

The residential program for the immediate Market Square area is as follows;

Square 407 : 275 units (225,000 sq ft)
Square 408 : 100 units (85,000 sq ft)
Square 431 : 225 units (185,000 sq ft)
Square 432 : 125 units (105,000 sq ft)

All residential units specified above shall be developed on parcels A, B, and C. Additional residential uses are encouraged on these parcels, if feasible. Residential uses are also encouraged on other parcels within the area.

With adequate guarantees, the residential allocations specified above may be transferred among the squares within a development parcel. The Corporation also reserves the right to transfer residential allocations from one parcel to another.

Residential uses shall be concentrated in the locations which afford maximum exposure to the area's existing and planned amenities (such as park frontages, views, isolation from street noise, light and air, and preservation enclaves). These locations include 8th Street, portions of the frontages around Market Square Park, and the upper levels of development. Residential units should include a mix of unit type in accordance with the projected housing program in the Plan. Residential development may include either rental or sales units, or a mixture of both.

RETAIL

The majority of retail uses on these squares shall be concentrated at specific locations and shall include a carefully programmed mix of tenants. The major retail concentrations in this area will be at Market Square and along 7th Street. Retail development at these locations is expected to serve the entire area rather than any single development project.

The retail mix shall be designed to attract and serve several different groups of potential users, including residents, office workers, tourists, and evening or weekend visitors.

There shall be adequate service retail to meet the needs of the residents within the Eastern Sector area. Development shall include sufficient provision for drug stores, newsstands, groceries, convenience stores, dry cleaners, hardware stores, bakeries, delicatessens, etc.

Approximately 70,000 sq ft of retail space is to be developed around Market Square Park, including the portion of 8th Street that will be closed to vehicular traffic. Multiple levels of retail space are encouraged. Ground level retail spaces that front the park shall have exterior access. Wherever possible, retail space on upper or lower levels shall have direct exterior access from grade, or will be part of multi-level stores, with stairs provided within each tenant's space. Larger tenants, including bars and restaurants (except where associated with outdoor cafes) should be located below grade or on the second floor. This arrangement is intended to take advantage of views overlooking the park, to provide the maximum number of stores at the ground level, and to permit the maximum amount of frontage at the ground level to be occupied by storefronts with merchandise. Building entrances and lobbies may occur along no more than 25 feet of the park frontage on each square.

Along 7th Street, all ground floor frontages except for building entrances and lobbies shall be devoted exclusively to retail use. These retail spaces shall be directly accessible from the street.

Uses that remain open for a limited period of time or that generate a low volume of activity (such as banks, airline ticket offices, copy centers, etc.) are not permitted at grade around the frontages of Market Square or along 7th Street. These uses should be located on upper or basement levels, on 9th, D, or E Streets, or in an interior building lobby.

OFFICE

Office uses are intended to support the economic feasibility of residential use in mixed-use development. Office uses should be of high quality and should be appropriately located so as not to intrude on the character of

predominantly residential areas.

ARTS

Seventh Street has emerged as a major center for the City's art community. This development is supported by the proximity to the National Gallery of Art, the National Portrait Gallery, and the National Museum of American Art. The Tariff Commission building at 7th and E Streets also has been proposed for rehabilitation for museum use.

The Plan provides for the establishment of a community arts facility on Square 431. Other arts uses including private art galleries, frame shops, craft shops, antique shops, jazz clubs, dinner theatres, etc. are encouraged in this area. Along the frontages where major retail concentrations are located most galleries and arts uses that do not attract a large number of users should be located on upper levels of development. Arts organizations as office tenants are also encouraged.

PARKING

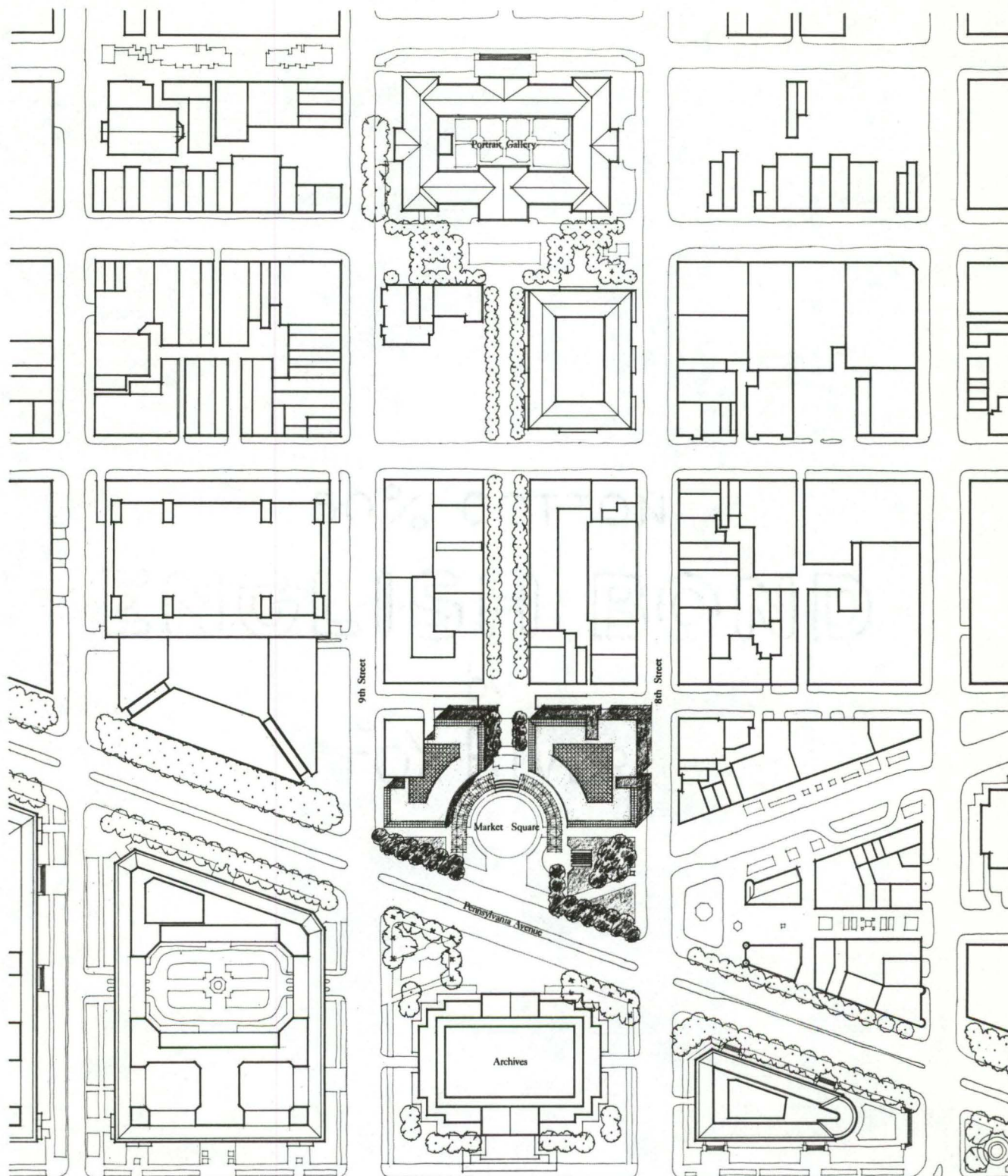
Adequate off-street parking shall be provided to serve all uses. More specifically a secured parking area is desired for residents and executives of the Market Square project. The area is well served by the Metro, with stations located at Market Square, at 7th and G Streets, and at 9th and G Streets, and should serve as a major source of transportation throughout the entire Washington area. This policy is designed to maintain acceptable air quality and to encourage use of the Metrorail system.

DESIGN SOLUTION

MARKET SQUARE

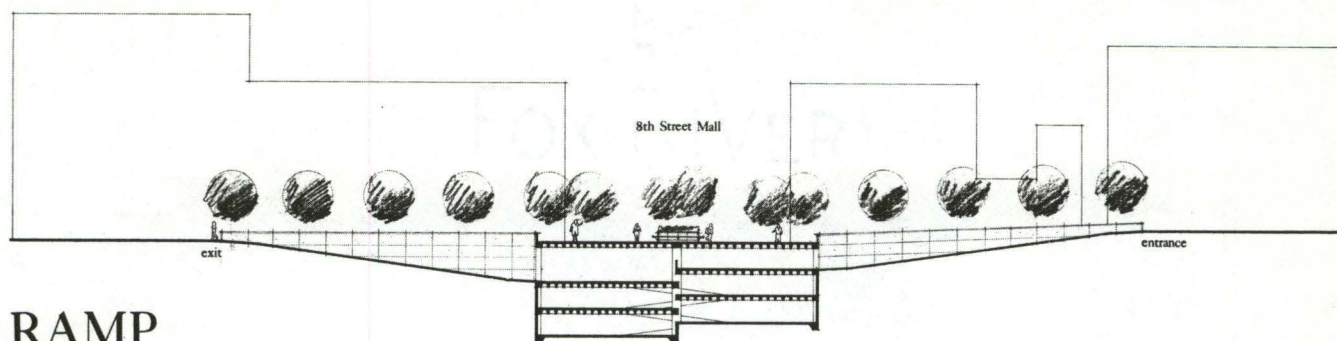
A MIXED USE DEVELOPMENT PROJECT FOR WASHINGTON, DC



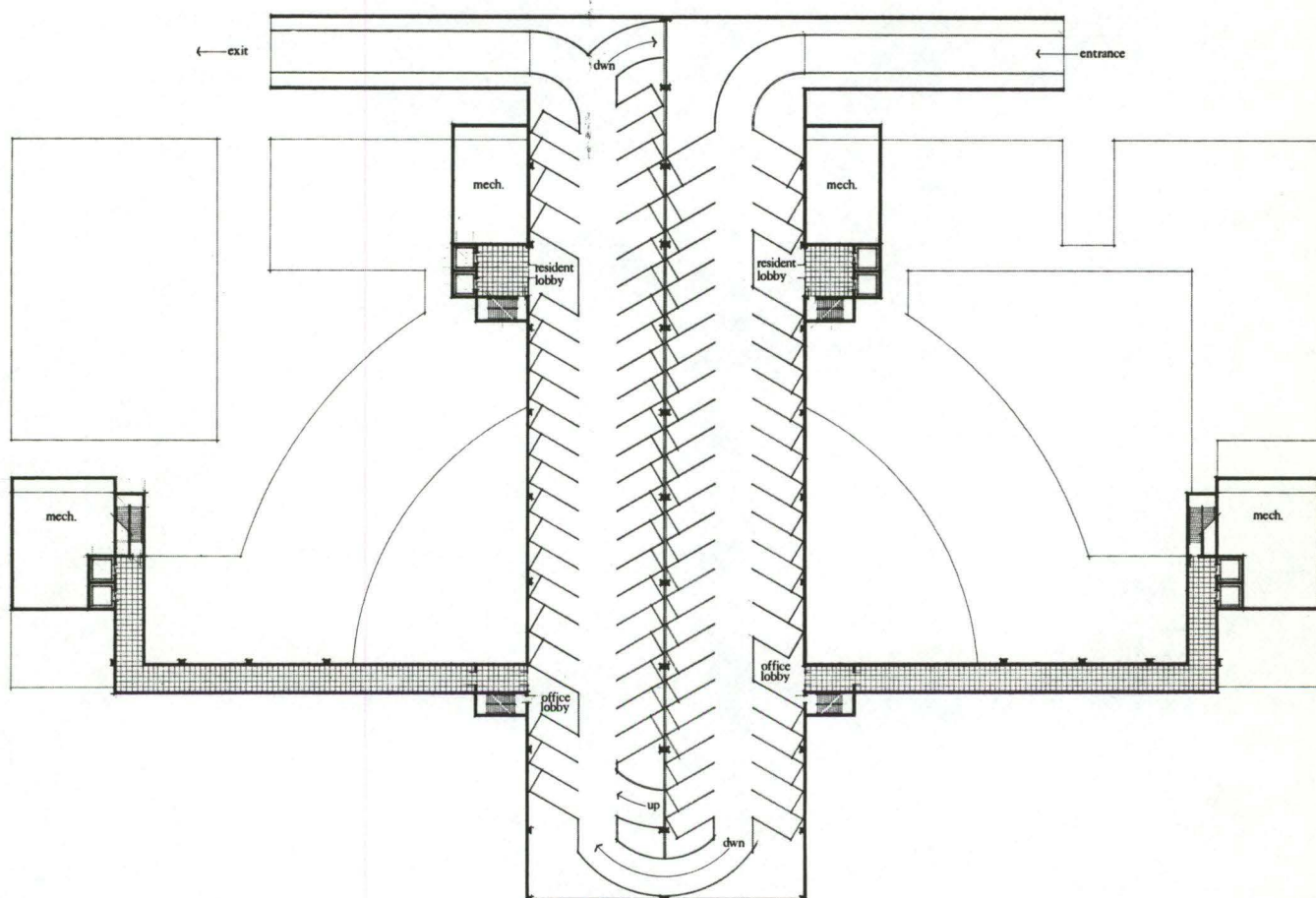


CONTEXT

ENGLISH BOND



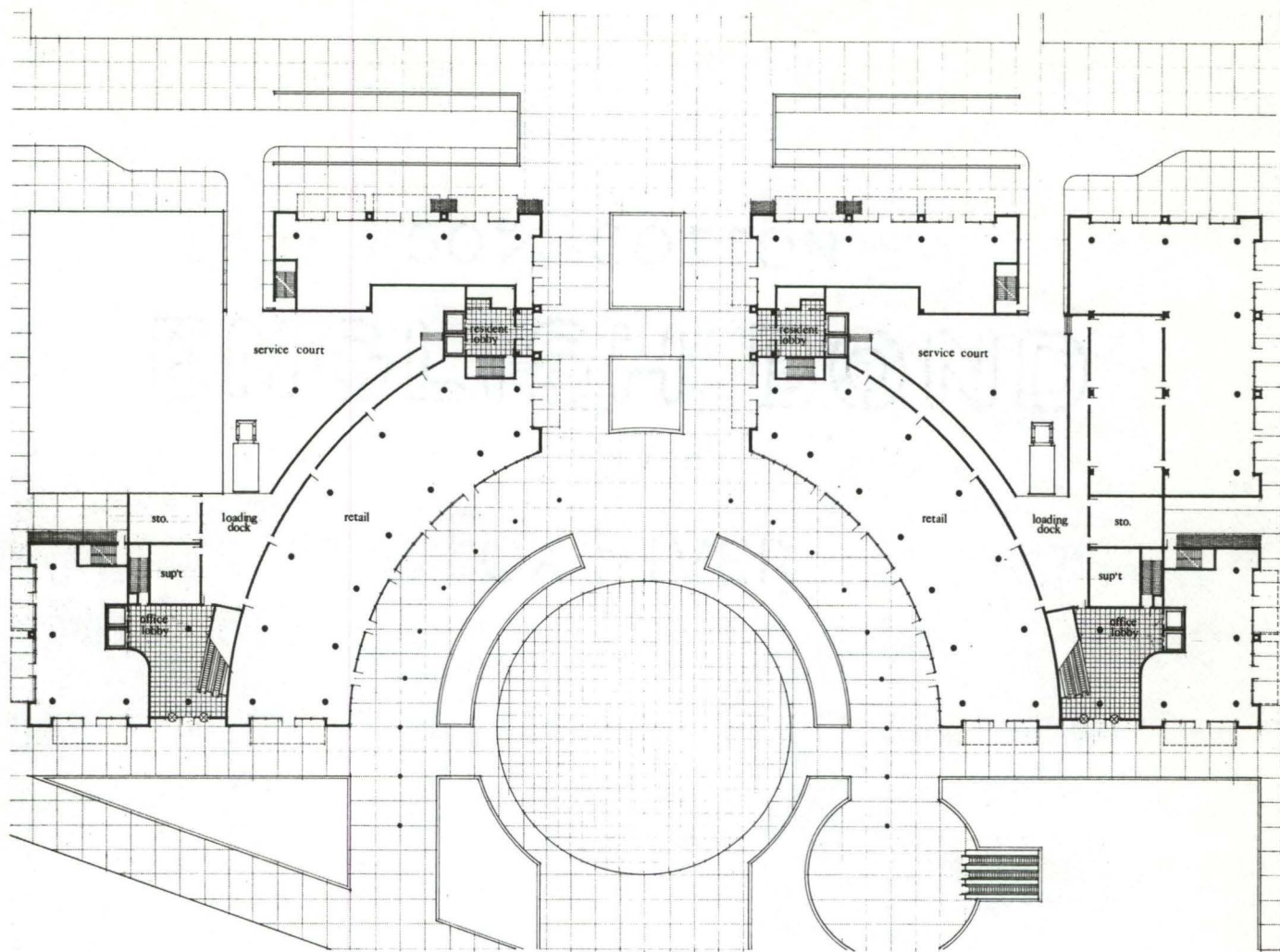
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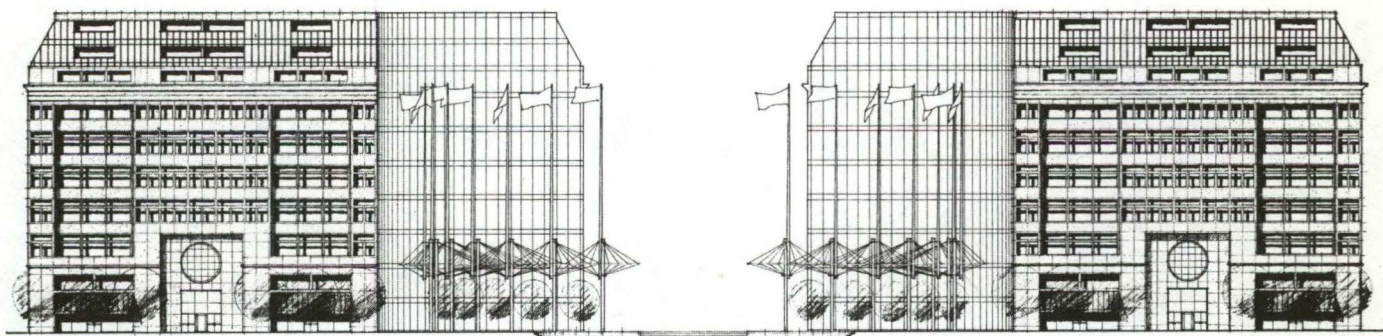
PARKING

30% COTTON

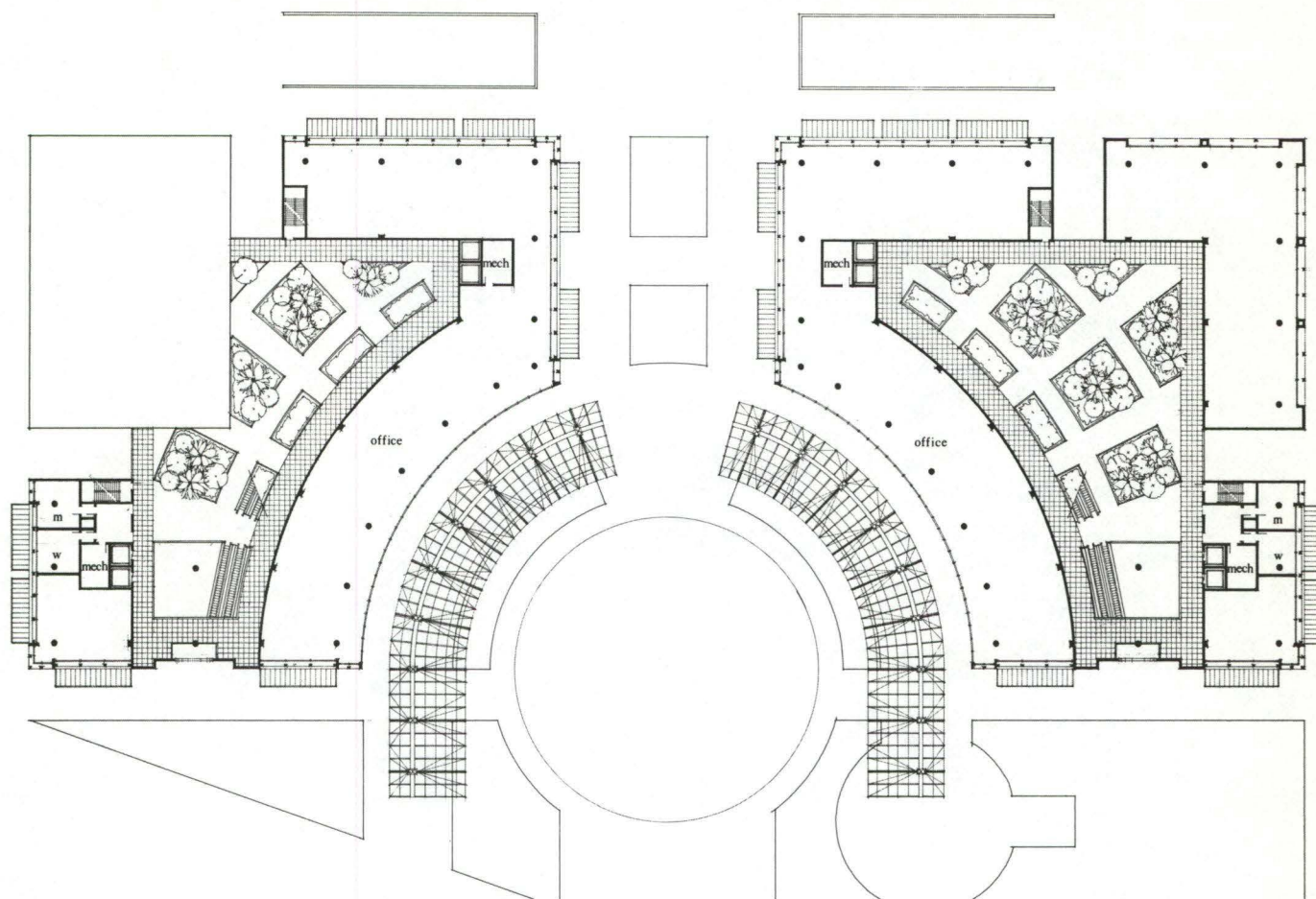
ENGLISH BOND



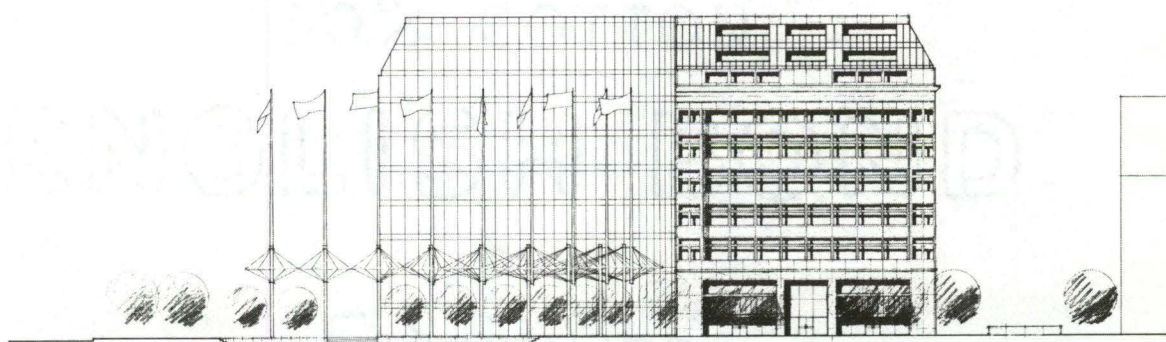
GROUND LEVEL



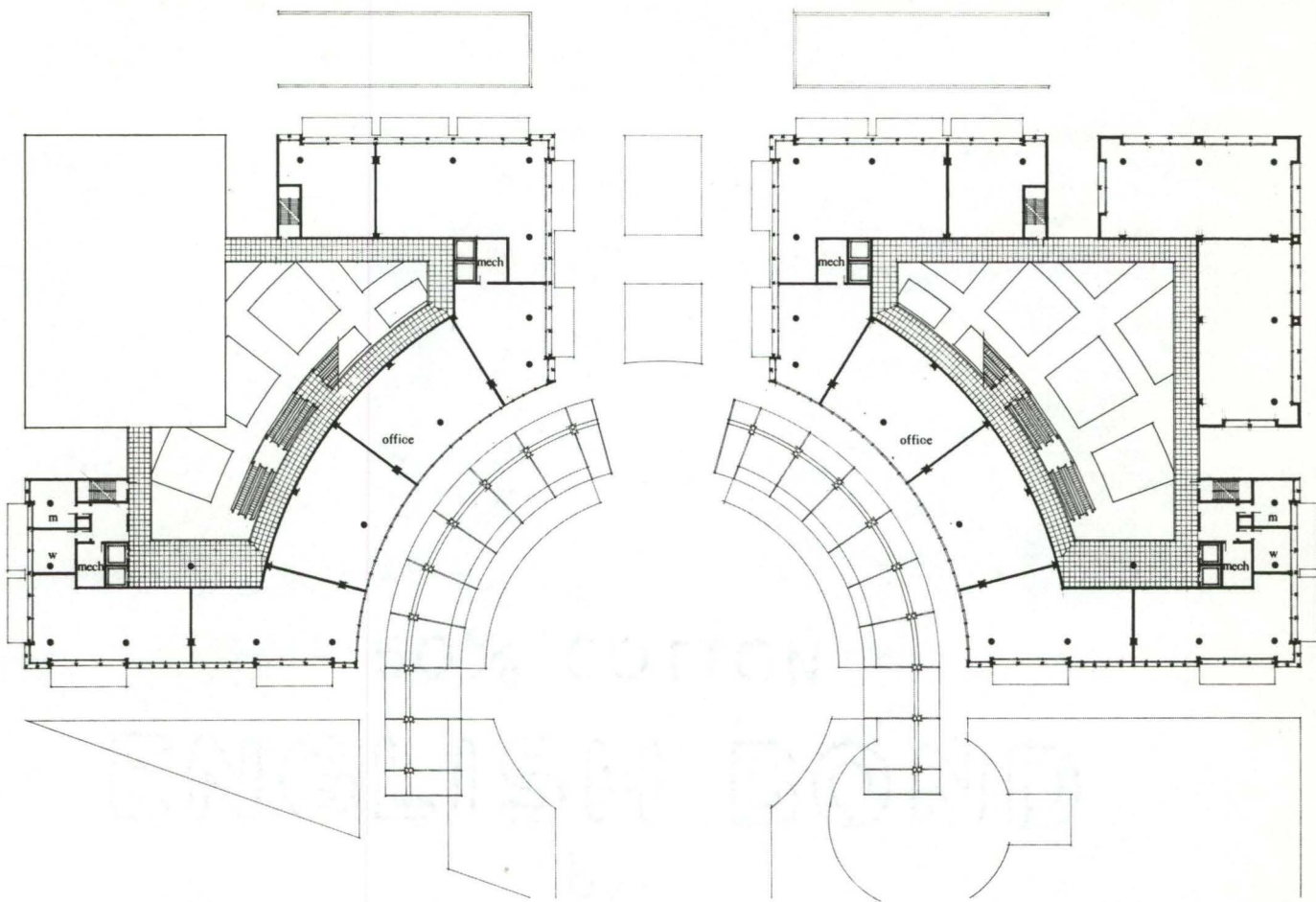
PENNSYLVANIA AVENUE



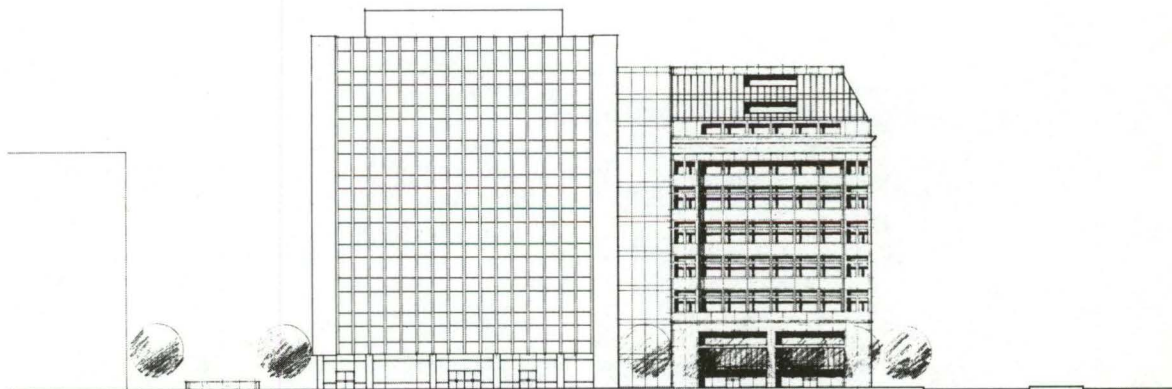
ATRIUM LEVEL



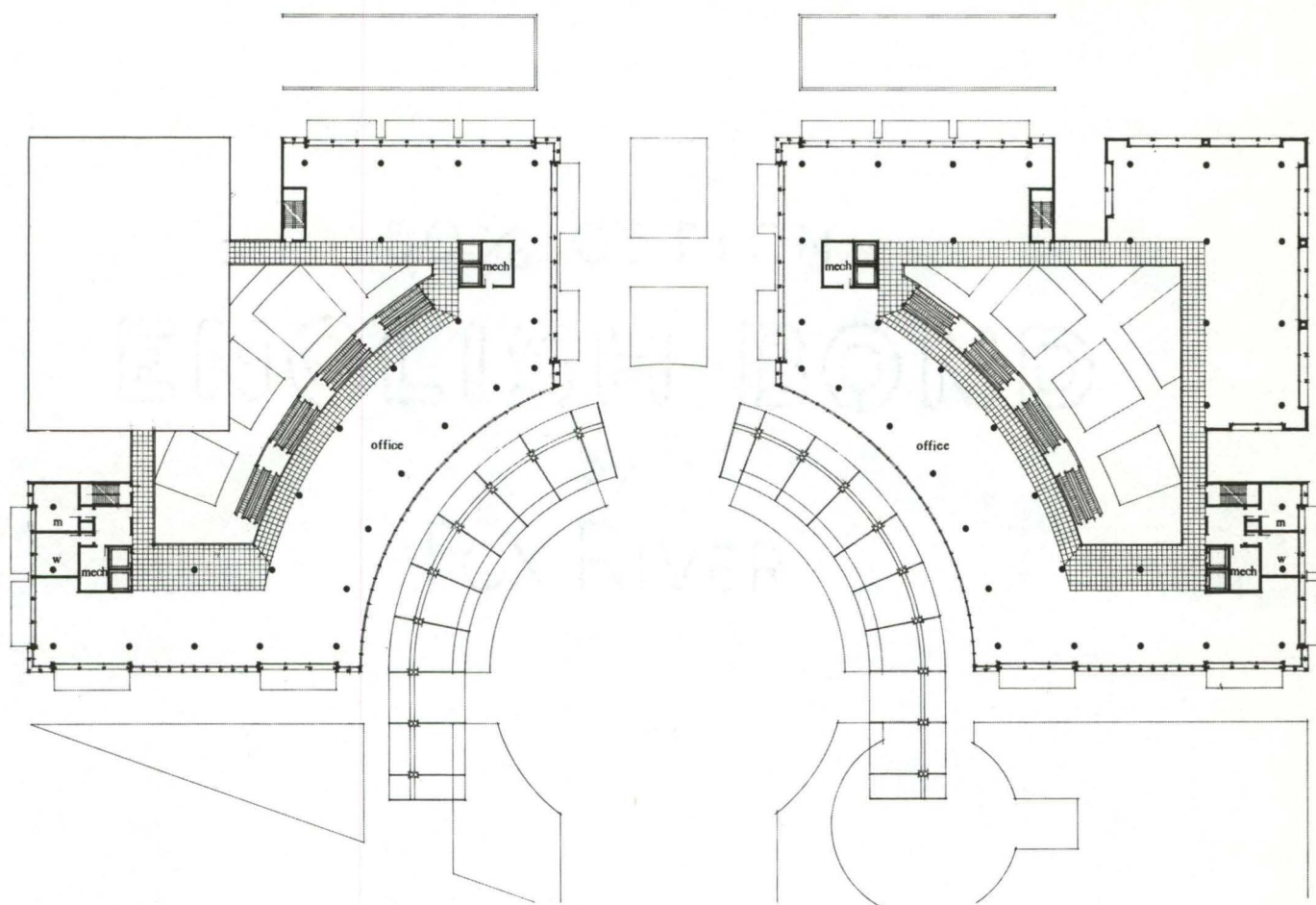
8th STREET MALL



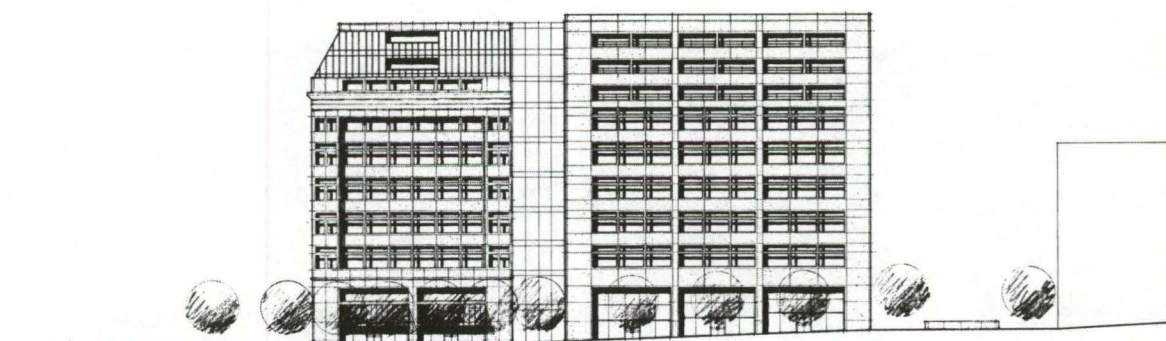
LEVEL 5



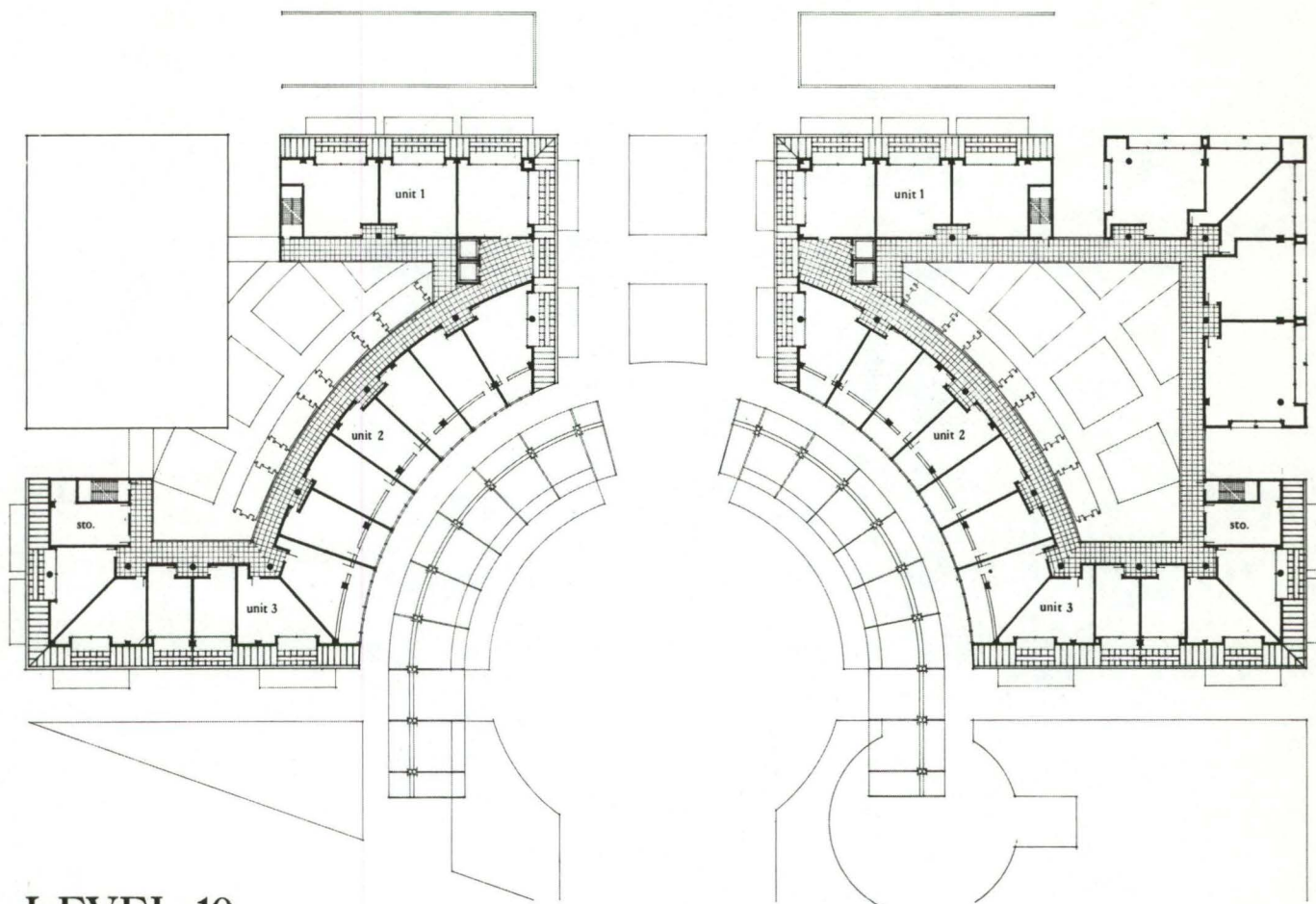
9th STREET



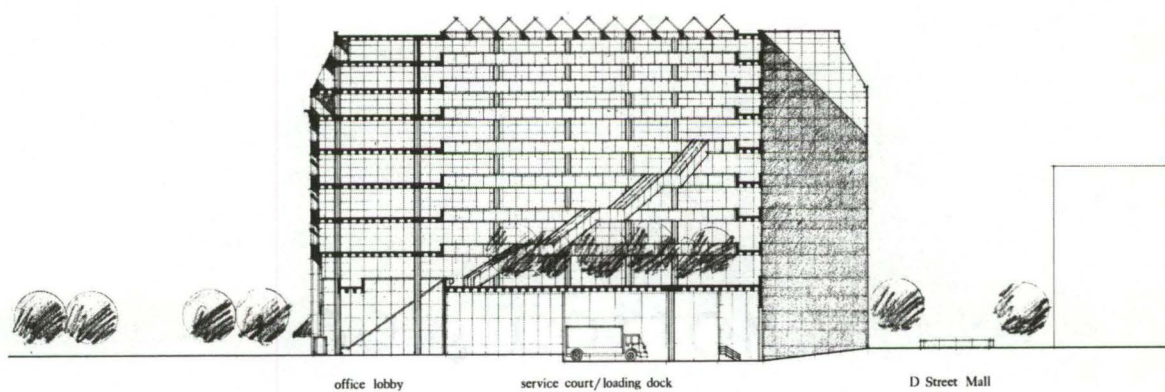
LEVEL 7



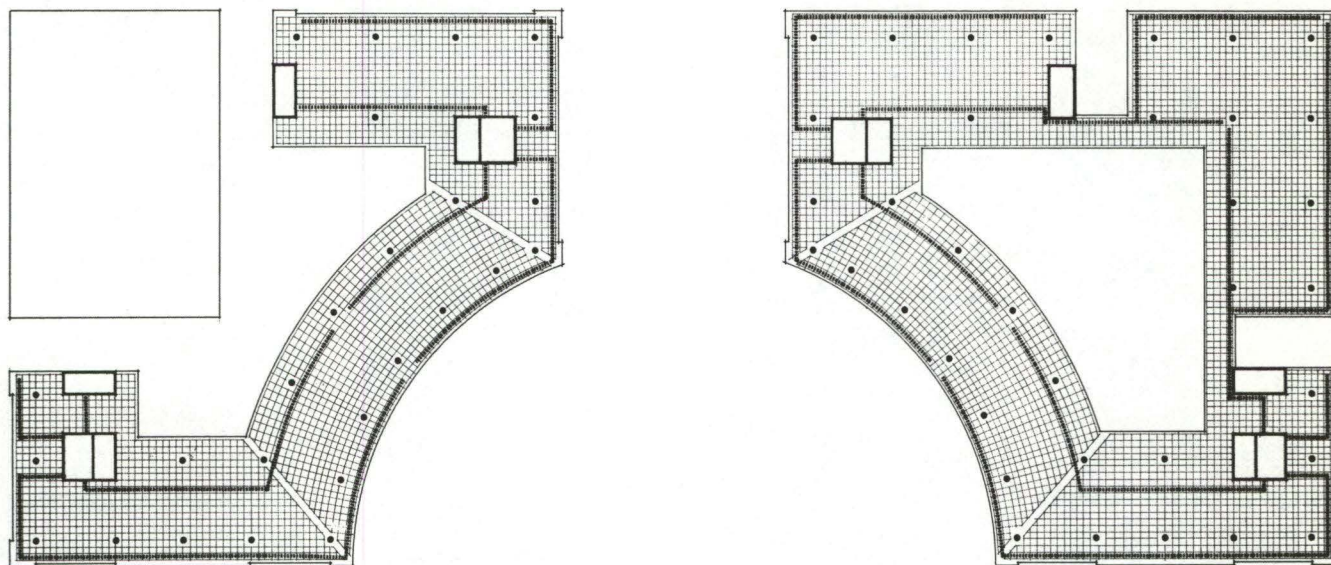
7th STREET



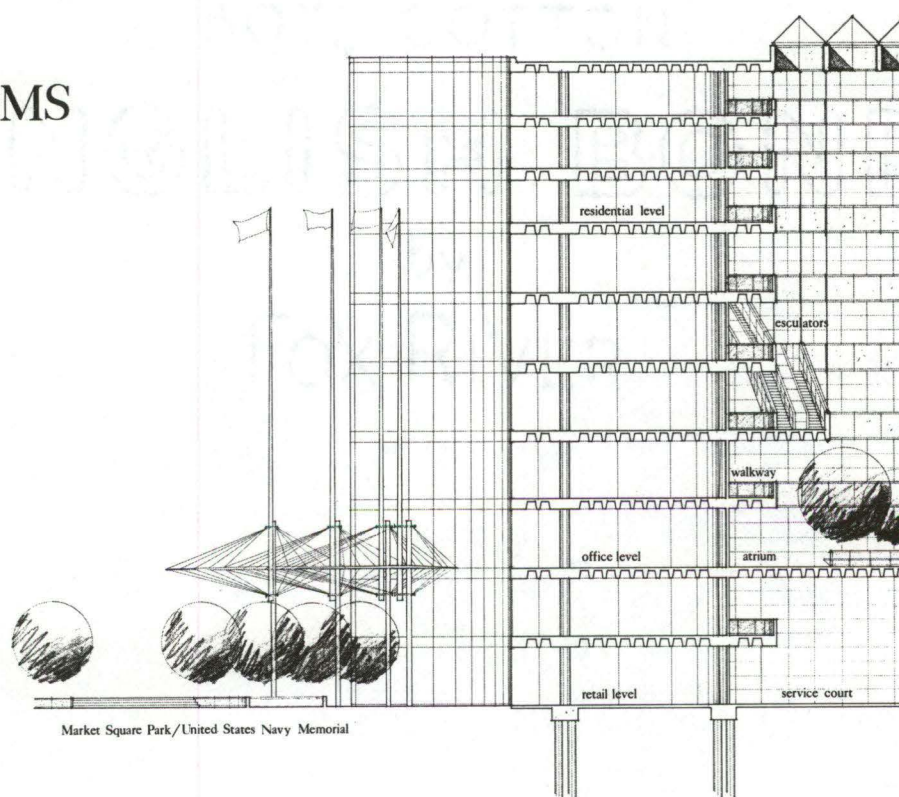
LEVEL 10



ATRIUM



SYSTEMS



CONSTRUCTION SECTION

APPENDIX

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FOOTNOTES

1. Pennsylvania Avenue Development Corporation, Square Guidelines, (Gov't Printing Office; Washington, DC 1982) p. 2

2. Rob Krier, Urban Space, (Rizzoli International Publications Inc.; New York, 1979) p. 18

3. Ibid, p. 20

4. Ibid, p. 22

5. Kenneth Frampton, "Krier in Context," 5 IAUS, (Rizzoli International Publications Inc.; New York, 1982) p. 6

6. Rob Krier, Urban Space, p. 30

7. Ibid, p. 89

8. Kenneth Frampton, "Krier in Context," p. 13

9. Contemporary Architects, "Leon Krier," (St. Martin's Press; New York, 1980) p. 441

10. Contemporary Architects, "Leon Krier," p. 441

11. Rob Krier, Urban Space, p. 89

12. Contemporary Architects, "Leon Krier," p. 442

13. Spreiregen, On the Art of Designing Cities: Selected Essays by Elbert Peets, (MIT Press, Cambridge, 1968) p. 71

14. Pennsylvania Avenue Development Corporation, Pennsylvania Avenue Plan 1974, (Gov't Printing Office; Washington, DC, 1982) p. 3